

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



J. E. WILLIAMS.

March, 1896.

BILLBOARD ADVERTISING

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

VOL. V, No. 3

CINCINNATI, MARCH 1, 1896.

PRINTED AND OFFICE
FOR THE PUBLISHER.

"NOTE" INTERVIEWED.

A reporter for "Billboard Advertising" was interviewed by the "King of Billboards." An interesting talk with the Sign King. The account is given in the following article by the Associated Bill Poster Union.

Probably no one person in America is better known among advertisers and bill posters than C. S. Houghland, familiarity and affectionately termed "Hoop." And the address of his large establishment at No. 1 Park Place is almost equally so. It is hardly difficult to ascertain any advertiser who is doing business in this city who has not immediately upon perceiving my card.

"Hallo!" he said cheerfully as I entered, "What can I do for you?"

"Billboard Advertising would like to know something about the American Bill Poster Union."

"Haugh," I explained, "you don't let the grass grow under your feet. Why, I've not heard of it for some time."

"There's altogether probable," I replied, "my instructions came by wire, and I received the telegram but half an hour since. But about the new association. How is it?" Am you serious?"

"You bet, I am serious; in fact, I am 4-4 across. I'll show you an enormous stack of a year that will be a power in the land. It will reach from the Atlantic to the Pacific, and from Hudson's Bay to the Gulf. My lawyers have already taken up the matter with the courts. You know it will be a corporation under the laws of New Jersey, and will be capitalized at half a million dollars. It's a new idea. Only necessary to see last week, but it makes all the difficulties that attempts of this nature have encountered in the past. As soon as the scheme is laid before the bill posters of the country you will see them fully falling over one another to get a piece of it."

"It is indicated, Mr. Houghland, that this is merely an attempt on your part to get even with the Associated Bill Poster Association for depriving you of the rights and privileges of membership in their organization."

"That's the, a d-d impudent down-right lie. Why, the members of the Association didn't see you, it was Campbell and Grating's St. Louis representatives. I hope I believe this is the first time you got on friends to their own among the members of the Association. Look here," he said, displaying a big stack of letters, "these are all from bill posters, most of these members of the Association," all of them regarding the matter pronounced in dispute at the indignities that have been put upon me."

"It is said that Stahlbohn would and should have presented it."

"I am told that he did get up a little talk in my behalf. I guess it was only a little protest to square himself though. But that's all right. Stahlbohn and I am squares. He has paid me back my five hundred dollars, and we are quits."

"How was that?"

"Oh, that's an old story. You see it was a scheme of Stahlbohn's to make the other members of the Association by establishing a New York office and begging all the commissions. He recruited Sam Pratt, Campbell and myself to go in on it and we each pledged ourselves to give five hundred dollars a piece to support it until it got up a paying basis. We all put up our money except Campbell. He saw Stahlbohn's plan was no good."

"Was the venture successful?"

"No. I am sure made up my mind that Stahlbohn was not the man to handle it."

"Why?"

"Oh, that's a long question. You see, the position is one that requires all the characteristics of a successful advertiser."

"And you think Mr. Stahlbohn does not possess them?"

"I don't say that. I will surely state that an advertiser does not like to be told that he has to do a thing, and when he is approached in this manner he is very likely to develop a prompt and unshakable conviction on the subject."

"Do you expect your new Association to break up the Associated Bill Poster Association?"

"No, not at all. The gang that's now making it will do that."

"How's that?"

"Well, you see, they are using it now as a means of getting even with enemies, and it is largely given over to personal squabbles, quarrels, spite. The office of your paper undermines the situation. It has warned the members for months past of what may happen if a radical change was not instituted. I am here now too. That's the penalty of being able to think. The gang wants to do all the thinking."

"But they object, O. J. Goff, as well."

"Of course they did. He is a first class solicitor and good business, lots of it. That, of course, interferes with Stahlbohn's."

"Many of the members have written BILBOARD ADVERTISING that the relations of the Cincinnati meeting will be decided at Cincinnati next July."

"It would not surprise me at all. Why, their best receipt had your own journal, and the Association was run very economically, but their expenses amounted to \$100,000, which left them only about \$25,000 on hand. Mind you, not a cent was expended unnecessarily. Nothing but postage, printing and bare necessities were indulged in. But this year it's different. The gang have got the reins. The first thing they do is to cover up one of their own members by voting \$200,000 in an attempt to drawing a lead, or something. Then they give the secretary \$25,000 for a stenographer. Then \$25,000 to your paper as a subsidy. Then Stahlbohn gets \$25,000 to pay the rent of the New York office. Their incidental expenses will be about the same as last year, \$250,000 which makes a total of \$750,000 to be met. Now, their receipts will not be as big as last year, because the Interstate Bill Poster's Association is sitting down the membership of the Union, and every time they lose a member, that means just as much loss money received."

"You think the Inter-State is breaking them?"

"Think! Why, I know R. Why, my boy, nearly every member they had in Massachusetts, Wisconsin, Illinois, and Kentucky has gone over to the Inter-State. There isn't enough of the subordinate associations in these states left to form a company's guard. I see, too, that not one member of the Inter-State has been located, they are going to give you some more by publishing a paper."

"But they expect that that will prove a source of revenue."

"Like R. J. well. What does Campbell know about raising a paper? As much as a long dose about a holiday. I tell you, it's expensive, most unprofitable."

"You speak as if you had experience."

"So I have. In 1887 I organized the first bill poster's association that was ever formed by members. The idea occurred to me in New Orleans, during a conversation with A. S. Weber, the bill poster of that city. I at once went to Chicago, and interested Geo. Tregner in the idea, and we succeeded in effecting an organization. First, to make a long story short, the association wanted a paper, and they published it. The idea was published in it, which I did. It was called The Bill Poster's Review, and lasted just two months, during which time I received just exactly three paid subscriptions of one dollar each. These four issues cost a little over \$2,000.00. The Association members pay it, so I had to; that's why I remember it so well."

"In the case of Campbell, however, things will be reversed, because he won't pay it, so the Association will have to, and the ledger is going to fall pretty heavy on the shoulders of the few faithful ones who stick by the Association in the last. It's no secret of this relation, nevertheless, save that anything else, that I predict the only demise of the organization."

"You can say to the boys, though, that I will soon have the American Bill Poster Union in operation, and it will come as near to being a perfect association as it is possible to get one. Tell them it's what they've been trying to get for years."

ANOTHER ONE.

The Southern Bill Poster's Union. A new one organized and published by M. E. Dwyer, of New Orleans, La.

It never rains but it pours. Following close upon C. S. Houghland's announcement of the American Bill Poster's Union, comes the news that the popular bill poster at Atlanta, Ga., Mr. M. J. Dwyer, has projected, and is about to launch an entirely new and independent Association of Bill Posters in the Southern States. Disfranchised with the American Bill Poster's Association, which which he has heretofore affiliated, Mr. Dwyer has severed his association with that organization, and quietly goes about effecting an association according to his own ideas and members of this kind.

Cannot he that it will be organized on entirely new lines. The trust goes into such and every trace of the South and he has heretofore affiliated. From the bill poster, paying him in stock of the trust for some, and retaining him as manager. Whatever they cannot effect this arrangement, it is presumed they will incur opposition. In time, this will give the trust an absolute monopoly of the boards throughout the entire South.

It is to be said that the U. S. S. people are interested in the scheme.

AND STILL ANOTHER.

The Western Bill Poster's Association, covering the States of Montana, Idaho and Oregon, is organizing under the direction of James H. Stephens, of Boise. They have asked for and received a charter from the Interstate Bill Poster's Association and will operate as a subordinate organization of that body. However, Stephens & Co. will continue and their efforts will undoubtedly result in a strong and effective league of the bill posters of the three states named.

NEW YORK NOTES.

Mallock's Wreckmaster Service has scored from Van Buren the enormous gain on New York Bay, that has been accepted for a number of years past by voyagers. This sign is pretty nearly half a mile long, and is the first view of New York seen by incoming ocean passengers, and for this reason, if not for other, is one of the strongest advertisements in America. Mallock's Service are now posting upon the New York billboards.

Guile is posting Symp of Signs in the Eastern States.

The William Zeller Brewing Company has a very handsome ad-board stand, photographed in colors, and is posting throughout New York and New England States.

Johnson & Johnson, who are advertising Van Kleef's very heavily in the newspapers and street cars, have given a large point contract for their Reducible Plaster, covering all railroad approaches to New York City. Van Kleef's name is probably posted during the summer months.

A great deal of paper on the bill boards during the past month, we used during the cold spell, is gradually disappearing as account of the frost pains on the faces of the posters. Many a fine piece of lithography is ruined by the bill poster's carelessness.

The posters get up by the Colburns Pig Store are decidedly small; they are only three sheets in height, and a half sheet blank is placed on the top and bottom. This would be very good advertising if the bill-boards were placed on the walls as well, thereby placing a handle all around the ad.

Three Chevrolet Cars met in the City of the Imperial Hotel a few weeks ago, and as they had made more money during the year than they knew what to do with, they mutually resolved to devote a dividend amounting to \$100,000, and to invest this amount in their automobiles, in recognition of having been allowed to make such heavy profits.

They are doing all they can to prevent the general public from knowing their news, fearing that every man in the advertising business will immediately go to work and bill posting, that they may be able to do better for a year among their customers.

Four large cigar manufacturers are receiving bids on power printing in large quantities, with the expectation of giving into this method of advertising more heavily than similar they have done. Cigar posting has hitherto been confined to colored and three-colors, but more business are knowing that there are larger sizes of paper made, and that it will cost no more to post the same with large size than it does with small paper, and that the effect is a thousand per cent better.

Advertising is not necessary, neither is the telephone, neither is the telegraph, nor the limited tele, but they are mighty convenient when you want to get their quick.

"SEE PLATO ABOUT IT."

Your grandfather made a fortune in business years ago, and never spent a cent in advertising in any way; but conditions are somewhat different at present, and while you may do the same thing as your grandfather did in the same length of time, (a quarter of a century, we will say) you will not get to the limit as two or three years, instead of waiting two times as long.

Wool Soap is a new Millboard attraction. They might-should be used by your grocer about a foot in width around every ad, the border on every ad being in a color differing from the one adjoining it. Another reason is to advertise to him on your ad-facing sign with the same colored background. The advertisers pay him for the space used in these borders, and they would be willing to pay the bill poster too, if the latter were suggested to them properly.

All posters should note the remarkable luxury and effectiveness, from an advertising standpoint, of the Indian Inca Salt and painted by Len LaTone, of New York. Every sign on LaTone's boards is a matter how small, stands out clear, bold and distinct. One reason is that a border about a foot in width surrounds every ad, the border on every ad being in a color differing from the one adjoining it. Another reason is to advertise to him on your ad-facing sign with the same colored background. The advertisers pay him for the space used in these borders, and they would be willing to pay the bill poster too, if the latter were suggested to them properly.

Mallock's Service had a one-sheet stand a six-foot-board. On going to the north-east corner of the South Avenue I read the other day, I noticed one of the large stands placed where the view was very clear, so that the one-sheet stand would have been just as readable. In looking the corner at 24th-street I noticed a bill board, the nearest possible view to which was fully 250 yards, but, as such a great many of the one-sheet stands placed. I don't believe there are

in a thousand could have held what was being advertised, and the stand is a magnificent one for large posters.

There is a bill poster in New York City who posts a piece of paper over the lamp-posts on all poles that are placed on his boards. "Nobody is going to get any less advertising out of him, by gosh!" And his motto is neither Van Buren, nor Monroe, nor Rogers & Clark, nor Stone. This bill poster gets a sheet per month for the paper he posts, and he is the Elevated Railway Advertising Co.

Somebody is expecting to trade the billboards the coming summer with a novel and striking poster.

S. F. Myers & Co., wholesale jewelers, 30 Maiden Lane, are going to post Olympic Medals throughout the Eastern States.

OLD TIME REMINISCENCES.

As near as I can remember, it was during the season of 1874-75, that Robert Thomson was the first to introduce into America by the agent of the Bureau Printing Office, whose bill board had a three-sheet on the side marked "Bureau." It was hysterically received, and those papers will be kept on file by every bill poster in America. It was about July 28th or August 1st that year, when the three-sheet was first used, some suggesting the idea to all the bill posters who were using themselves and playing golf in Castle Garden, that it would be a coming good thing to have some placards permanently placed in prominent locations, whose citizens could ride or walk by and read the interestingly worded placard bills, in place of having the stand-

with men do all the writing. The idea was not so fully feasible but made a great hit, the East now moving down on over thirty paying operators. The expense for these boards was trifling, the owner of the lot generally taking great pleasure in putting up a 300 foot board for two thousand passes, good every other month. The theory inventors was designed with the intention, giving up attention as many as the passes a year to bill these shows a week. The only expense was the paper, which had at that time gone up to sixty dollars per kilo. The prices on paper were so enormous that it is said that Russell felt called upon to invent a substitute made of light board and tobacco cases, both highly recommended for their best quality, which was all right for use in some with the old facts. Heavy boxes, who afterwards became a famous millionaire, in those days started in a quiet way with only thirty wagons, which were, if they were loaded with money, would not pay his weekly salaries. The first time I was discharged from the Cole show by John Campbell, was for buying out a fence stand, on the beach at Gibraltar, to show it would look. But after that I got it down so fast I could tell how the paper looked without having it photographed. Mike O'Brien, the celebrated poet who composed the following beautiful lines—

"This is the only girl I love
Who has been here since a horse and buggy,
I don't see white horses on the beach,
Oh, heaven, were my child!"

was once a bill poster in Texas, and was doing well, would a fake showman spent some money and gave his attention. After other on a beach show, which caused Mike to go into bankruptcy.

FRANK WHEELER.

LIST OF FAIRS.

1896.

Continued.

CONNECTICUT.

Northville. Andrew Co Fair, Sept 20-21.
ILLINOIS
Albion. Sept 10. W. H. Crocker, secy.
Cuba. Sept 10. J. B. Pugh, pres.
CONCORD, N. H.
Cuba. Sept 10. J. B. Pugh, pres.

INDIANA.

Northville. Sept 10.
Cuba. Sept 10.
CONCORD, N. H.
Cuba. Sept 10.

IOWA.

Woodward. Farmers' and Merchants' Society Fair, Sept 10-11.
Cuba. Sept 10.

KANSAS.

Wichita. Daily Co Agricultural Association, Sept 10-11.
Cuba. Sept 10.

MAINE.

Northville. Andrew Co Fair, Sept 20-21.

MARYLAND.

Northville. Andrew Co Fair, Sept 20-21.

MASSACHUSETTS.

Northville. Andrew Co Fair, Sept 20-21.

MICHIGAN.

Northville. Andrew Co Fair, Sept 20-21.

MISSOURI.

St. Louis. Union Agricultural Association, Aug 20-21.
Cuba. Sept 10.

NEBRASKA.

Northville. Andrew Co Fair, Sept 20-21.

NEW YORK.

Albion. Ontario Co Fair, Sept 10-11.
Cuba. Sept 10.

OHIO.

Northville. Andrew Co Fair, Sept 20-21.

PENNSYLVANIA.

Northville. Andrew Co Fair, Sept 20-21.

TENNESSEE.

Northville. Andrew Co Fair, Sept 20-21.

TEXAS.

Northville. Andrew Co Fair, Sept 20-21.

VERMONT.

Northville. Andrew Co Fair, Sept 20-21.

WEST VIRGINIA.

Northville. Andrew Co Fair, Sept 20-21.

WISCONSIN.

Northville. Andrew Co Fair, Sept 20-21.

California. Pasadena Fruit & Agricultural Society Fair, Sept 10-11.
Cuba. Sept 10.

GAZETTE.

Northville. Andrew Co Fair, Sept 20-21.

RACES.

Northville. Andrew Co Fair, Sept 20-21.

Conventions, etc.

Northville. Andrew Co Fair, Sept 20-21.

Northville. Andrew Co Fair, Sept 20-21.

Expositions.

Northville. Andrew Co Fair, Sept 20-21.

Foreign Expositions.

Northville. Andrew Co Fair, Sept 20-21.

THE Babbitt Entry and Record System. We invent the Secretary of entries. Free - Cat Show to County Fair. Business it is UP TO DATE. Dated Sept 10th.

Attention-Bill Posters and Circulators! In order to keep pace with your business you need newspapers, magazines and journals from all over the country. A DIME SENT TO US.

The DAN F. CLINE Bill Posting Company, DISTRIBUTORS, RAILROAD and COMMERCIAL ADVERTISERS, 417 Third Street, LA SALLE, ILL. The DONALDSON LITHO CO. Posters and Show Cards for Fairs and Expositions.

ESTABLISHED 1879. Population 50,000 *approx.*

THE FINEST LINE OF BOARDS IN THE SOUTH

The STOOPS BILL POSTING & ADVERTISING CO.

CHATTANOOGA, TENN.

HARRY C. STOOPS
Manager

Bill Posting
Distributing
Card Tacking
Sign Bulletin and
- Out-door -
Advertising
in all branches.

"We control all Bill Boards and Dead Walls in the City."
Office, 103 READ HOUSE BLOCK.

*To the Readers of BILLBOARD ADVERTISING and Advertisers
throughout the World.*

GENTLEMEN—

We desire to call your attention to the best city in the entire Southern States as an advertising point—Chattanooga, Tenn.—Population 50,000, (not including suburbs). Greatest Railroad Center of the South. Eleven trunk lines, with largest tributary trading territory; more celebrated historically than any other point in the United States; unexcelled as an industrial and manufacturing center; an annual quarter of a million visitors to immediate points of interest; over two hundred factories with an invested capital of over eight million dollars, giving employment to ten thousand people, and an annual product of nearly twenty million dollars.

We direct your special attention to the fact that a progressive city requires a progressive bill posting and general advertising plant, and we claim that after seventeen years of toil and making out-door advertising a study, we now have as fine a plant as there is in existence, in proportion to the size of the city.

We have erected in choice locations, the following size boards: Fifty 8-sheets; five hundred scattering 3-sheets; two hundred 2-sheets; one thousand 1-sheet, 200 1-sheet dots, and one mile 150 linear feet located on principal business and residence streets; 900 feet new board recently constructed.

Not having opposition in our city, we can therefore give all work a total showing in all locations, and refer you to the December, January and February issues of BILLBOARD ADVERTISING, in which is displayed half-tone cuts of as many locations as space would permit, and showing that we have what we claim. As to our work, it is a pleasure to be able to give our patrons the full benefit of their patronage, and we ask you to place us on your list for future advertising, viz: Bill Posting, Distributing, Card Tacking, Circular Mailing, (of which we have prepared list), Fence, Wall, Mural and Artistic Bulletin Painting. We can place any number of sign bulletins on our excellent Government Boulevards, which traverse the following points of interest in and around Chattanooga: Lookout Mountain, Missionary Ridge, Walden's Ridge and Chickamauga Battlefield. These points are annually visited by thousands of strangers visiting and passing through Chattanooga, and this makes the City of Chattanooga one of the most desirable points in the United States for advertisers.

In conclusion, we will state that our rates for advertising are the lowest and best, and our references any Banker or Merchant of this city, or any advertiser who has advertised in Chattanooga.

Thinking you for the time in noting the above, and wishing to be remembered as being in the advertising business in all its branches, we are,

Yours to command,

THE STOOPS BILL POSTING & ADVERTISING CO.,
HARRY C. STOOPS, Manager

Commercial Work
specially solicited.

One Mile 200 Linear
Feet of Boards.

Also Control Suburbs
and Hamilton Co.,
including Boardwalks
leading to
Chickamauga,
National Military
Park.

Missionary Ridge
and
Lookout Point's
furnished by
Thousands of
Visitors.

Six Country Stations.

1, 2, 3, 4, 6 and 8 Sheet
boards always on
hand.

Artistic Signs
and Bulletin.

"Black Slips"
Double Deck.
The Finest and Best
Lined ever Used
Now in the SOUTH.

Southern Commercial
Contractors.

All Work Given
Prompt Attention.

Satisfaction
Guaranteed.

AT LAST The American Bill Posters' Union!

The vexatious problem has been solved
 An ASSOCIATION which associates PROTECTION which protects.

A CORPORATION UNDER THE LAWS OF NEW JERSEY.

◆◆◆ CAPITAL STOCK, \$500,000. ◆ SHARES, 510,000. ◆◆◆

CO-OPERATIVE, EQUITABLE, PRACTICAL. For prospectus, general information and full particulars, address

G. S. HOUGHTALING, No. 3 Park Place, NEW YORK.

THE STAR
 GILSPRING SAFFI SUPPORT
 AND ANKLETTES.

THE DECORATIVE SUPPORT CO.
 100 Nassau St., N. Y.

SPECIALTIES
 are what pay.
 Booklets and High Grades
 are the
 Specialties
 with me; high
 grade, original
 drawing with
 real action - and
 you write for
 the proof of
 what I say.

R. L. CURRAN,
 100 Nassau St.,
 NEW YORK.

BILL POSTERS in
 Maine,
 New Hampshire,
 Vermont,
 Massachusetts,
 Rhode Island,
 Connecticut,
 California,
 Iowa,
 Louisiana,
 Nebraska.

Send us prices for One, Two
 and Three Months' Display.
CALVERT LITCO. CO.
 Laredo and Shelby Streets,
 DETROIT.

800 Fresh Quamstedt Address of
 Agents and others, all covering up to June 1st, 1896.
 Write for these during a mailing. California.
 Point to extra delivery, for every California.
J. T. LUMPKINS, SEVA, VA.

WATTAPAN, BOSTON, MASS.
 ADVERTISERS SEND WORK TO
DAVE L. O'NEILL, 100 River St.
 Distributor and General Address

Send for the Adage, Boston. It has a Price
 List in each issue. Use a post.

WATTAPAN Bill Posting Co., INC.
 BILL POSTERS & DISTRIBUTORS,
 Best Results. Best Stock. Best Workmen
 A. S. WHITE, Mgr. and Treas.
 65a, 45 Cabot St., Boston, Mass.

SPRING OPENINGS

advertised BY way pay—and the whole
 world, especially illustrated in newspaper
 ads and booklets with little page suggest-
 ing printed in colors went out as much
 as an artist would charge you to make
 plain, every-day cuts. Are samples and
 full information worth a penny stamp.

W. CHANDLER STEWART.
 4114 Elm Avenue,
 Philadelphia.

LICENSED
HILL POSTING, TACKING, DISTRIBUTING.

J. S. CRAIG,
 285 LEXINGTON AVENUE,
HASTINGS, NEB.

RELOTT, Spencer 6,000. JAMESVILLE, Population 14,000.

Spencer Bill Posting Co.
 Members INTER-STATE BILL POSTING Association and International
 Association of Distributors.

BILL POSTING, DISTRIBUTING, GENERAL ADVERTISING.
 10,000 FEET OF BILLBOARDS. CIRCUIT, 25 TOWNS.
E. SOCKETADDER, Manager. Office, No. 4 S. Jackson Street,
JANESVILLE, WIS.

MAKE YOUR OWN CUTS.

Almost every day you see good cuts appearing
 in the papers, trade journals, magazines,
 newspapers, etc., which would make splendid
 advertising for all your business. We have a
 process by which every reader of *Billboard*
 Advertising can make his own cuts, whether
 he be an artist or not. His experience or skill
 required. You can reproduce, very quickly
 any of the posters you find printed in any kind
 of paper, or you can take it from a photograph,
 you can ink drawing or a lead pencil drawing,
 and the rest will be left thus for cents per cut.
 No colors or other would needed. Special reply
 to readers of *Billboard* Advertising. Send
 stamp for particulars. Dept. 4, The Eric
 Press Co., Cobden, Ind.

No Office Complete Without It.

Business

A Practical Journal of the Day.

It saves money by showing the
 best way of doing things in the office.
 It teaches practically by ages.

**ACCOUNTING, OFFICE ROUTING,
 BUSINESS MANAGING AND ADVERTISING,
 and practically upon PLANNING,
 MANUFACTURE, TRANSPORTATION,
 COMMERCE AND ECONOMICS.**

The stand departments of the paper
 include OFFICE ROUTING, being letters
 from practical men on office and busi-
 ness topics; OFFICE ROUTING, con-
 taining illustrated descriptions of new
 devices; BUSINESS MANAGEMENT, or
 reviews of new books; ART AND PRAC-
 TICE OF ADVERTISING, presenting stud-
 ies in successful publicity; TRANSPORTATION
 AND ASSOCIATION, presenting the
 transportation of the organization among
 office men; and BUSINESS LAW, pre-
 senting articles on law topics of special
 importance to business managers.

The Supplement, PRACTICAL AD-
 VERTISING, contains carefully prepared
 articles on advertising methods, in-
 cluding descriptions in detail of the
 advertising practices in leading establish-
 ments.

Monthly, six pages, illustrated, in-
 cluding supplements, \$3 a year. Sample
 copies (not including this advertisement) free.

KITTRIDGE COMPANY, Publishers
 NEW YORK.

RIPAPING

The modern stand-
 ard Family Medi-
 cine: Cures the
 common every-day
 ills of humanity.

ONE PRICE RELIEF.

Money Wasted

By Attempting to Bill or Advertise New York City Without Using

Harry
Munson's

Bill Boards
AND
Advertising
Spaces.....



OFFICES: No 43 Duane Street,
No. 228 East 125th Street,
Telephone Call, 136 Franklin.

NEW YORK CITY.

I own and control absolutely all the bill boards on Lower Broadway; all the bill boards at the prominent locations; all the prominent bill boards and signs located along the New York and Broadway Belongs, and the majority of prominent locations on all the principal thoroughfares.
All paper billed and kept up the full term of contract, and removed promptly when necessary.

SATISFACTION IN ALL CASES GUARANTEED.

REFERENCE: The G. J. Gode Co., 113 W. Broadway, New York City.

**BOISE CITY,
IDAHO,
POPULATION, 8,000.**

**SPAULDING & GORDON,
LICENSED
City Bill Posters & Distributors.**

Members of National Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

We have more billing space than all other towns in Idaho put together.

The city is booming.
Send us your paper.
References furnished.

The MUSTLER ADVERTISING CO.

PRINTING, POSTERS, MAILING,
AND DISTRIBUTING.

24 South Main Street, FT. WARD, WYO.
W. W. CASE, Manager.

Prompt Service by Reliable Men.

10 CENTS (checked) pays for all
the space billings and material of time will
also include the material, ink, or post, and
blank etc. to be put up. Forward and directed
to the office. All payments from address to be
made by check or money order.

WE HEREBY ADVISE you that if you want
any thing done in our business, do not let
any one else do it for you. We are the only
one in our line. We are the only one in our
line. We are the only one in our line.

WE ARE IN IT.

One More Point. Our business is
growing. We are growing. We are growing.
We are growing. We are growing. We are growing.
We are growing. We are growing. We are growing.

ARTISTED PRINTING CO.
BOSTON, MA.

Remits, checks, etc. accepted.
House work and best references. Terms
very reasonable. Write and see.
W. J. GREENE, JR.,
New York, Riverside, Va.

Push.

ARE
YOU
IN
IT?

That's what makes business a success — the more
push, the greater the success — if the push is in the
right direction.

PUSH is a little journal "published for pro-
gressive people." It helps business men push in the
right direction. It has subscribers, but it
doesn't go off half-cocked. Let us send you a free
sample copy.

PUSH PUBLISHERS CO., Springfield, O.

Compound interest and Advertising are very
similar. The longer, continued the better the
results.

A single manufacturer that started advertising
with me in 1912 states that while receiving the first
six months very satisfactory, from that time on
they constantly increased, and are still on the same
line. (Enclose a page I will send New York, Cal-
ifornia, Philadelphia, Boston, Baltimore and Wash-
ington, and place your goods prominently before
every individual. Cost of paper is included.
(Subscribers may order letters put in.) By so
other method can you do so well.

**DISPLAY
ADVERTISING**
Telephone Connections. By Nassau St., New York.

**It Costs
Nothing!**

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You get a facsimile of
your signature engraved
and a plate for printing
with a yearly subscrip-
tion to **BILLBOARD AD-
VERTISING**. \$1.00 pays
for both, and either alone
would cost \$1.00.

Write name in black ink, and enclose
the amount.

BILLBOARD ADVERTISING.
Cleveland, O.



**3000 RUNNING FEET OF
BILL BOARDS**

As follows, in Lake Co., Ill.

- 72 North Chicago.
- 30 Lake Bluff.
- 75 Lake Forest.
- 75 Fort Sheridan.
- 100 Highland Park.
- 30 Deerfield.
- 120 Libertyville.
- 30 Eastlake.
- 30 Inverness.
- 100 Orms Lake.
- 100 Lake Villa.
- 100 Ashland.
- 25 Millers.
- 250 Rosell.
- 150 Waukegan.
- 250 Geneva.
- 100 Warrens.
- 1000 Waukegan.
- 1000 Total Running Feet.



Chicago, 25 miles. Population, city, near. Population, county, 40,000. Best Summer Resort Country in the State. Free Fishing, Government Flies, Gamebird Landings. 20 Minutes Run to Chicago. * Special Theatre Trains Daily. ** 25 Passenger Trains Daily.

Circle Addressing Department is under the management of CLARENCE PERKINS, who had years of experience in this line.

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Bill Posters and Distributors,
WAUKEGAN, ILL.

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Machines
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Time, trouble and material. You need them in your business. We have sizes for small plants and sizes for large plants. They are operated by hand, some by power. We sell posting machinery. Plans is complete with set and machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

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The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Bladed.

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Neatest brush in cheaper than this brush.

PRICES.

8 Inch.	=	\$2.25	Each
6 "	=	\$1.75	"
10 "	=	\$3.00	"



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No good brush is better than this brush.

PRICES.

8 Inch.	=	\$1.75	Each
6 "	=	\$1.00	"
10 "	=	\$2.25	"

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Best references. Write.

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Likewise your time and patience. When you want Printing Material GET THE BEST. That is the Cheapest and Most Satisfactory way every time. Our line is unsurpassed, and costs less everywhere used in wood about a printing office. Write to us and tell us of any Special Furniture you want best and we will be pleased to furnish figures for first-class work.



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With their Prices, Facilities, &c. Corrected Monthly.

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Arkansas	W. H. Smith	Fayetteville				Fayetteville	W. H. Smith								
California	W. H. Smith	San Francisco				San Francisco	W. H. Smith								
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Connecticut	W. H. Smith	Hartford				Hartford	W. H. Smith								
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Ohio	W. H. Smith	Columbus				Columbus	W. H. Smith								
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 less than 4% of their entire
 appropriations
 in Bill-Posting.

1895 It increased to over 12%
 more than \$200,000

1906 It will further increase if
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 advice only will bring
 permanent and profitable business and
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 It's for the good of the
 Cause."