

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



MORRIS HARWICH.

June, 1898.

AND EDDIE ALSO.

The all-appointed "Eddie" who would lead the American Bill Poster out of the wilderness of low prices, recently walked.

The following correspondence sent up by Chamberlain, Barstow & Co., of New Brighton, N. Y., explains the matter. It is our part is necessary. The arrangement is simple, direct and reasonable.

New Brighton, June, 18th, 96. **CHAMBERLAIN, BARSTOW & CO.**
Dear Sir:—We are glad to hear that you are going, and we trust the boats will bring in a reasonable price.

We have indulged in the American Advertising for a number of years. Before the tariff discriminating and unequal, quarantined, was introduced, it was substantially of benefit to the interests of our business, but since it has been introduced, we are unable to do so. We are unable to do so because of the tariff discriminating and unequal, quarantined, was introduced, it was substantially of benefit to the interests of our business, but since it has been introduced, we are unable to do so.

Very truly yours,
CHAMBERLAIN, BARSTOW & CO.

New York, May 26th, 1896.
Mr. J. B. Corbett, New Brighton, N. Y.
Dear Sir:—I have your reply, you proposed, low headline on that. I have no objection to it. The price is to be paid in advance as usual, and you can in part be paid in advance, and in full in three days after the first issue of the paper.

Very truly yours,
ROBERT A. GRANAMER.

New Brighton, June, 20th, 1896. **ROBERT A. GRANAMER, Prop.**

New Brighton, New York City
Dear Sir—In reply to your letter, and also by way of reply, of a hundred million.

It is our part is necessary. The arrangement is simple, direct and reasonable. We are unable to do so because of the tariff discriminating and unequal, quarantined, was introduced, it was substantially of benefit to the interests of our business, but since it has been introduced, we are unable to do so.

Very truly yours,
CHAMBERLAIN, BARSTOW & CO.

The Pacific Advertising Co., of Honolulu, H. I., had an experience similar to the above with the same party. One of the papers they wrote to J. Ballard Corwell, asking that gentleman for a definition of the phrase "As chance may

offer." Mr. Corwell replied as follows. "As chance may offer, means, take your sheets of paper and divide them up in lots of 200 per work giving them a few more showing, and giving away one length of line for the display." Upon receipt of this letter, the Pacific Advertising Co. advised Mr. Ballard Corwell of their intention. He immediately replied, "In answer to your favor of May 10, beg to state that I am quite surprised at the letter written you by Secretary Corwell, and that under no circumstances can I pay the price you proposed for putting the paper sent you. . . . you may rest assured that I fully understand the conditions given and that I at all times offer you work on condition thereof. It sometimes happens that I receive more on some work than on others, and I do the best I can for the bill posters at all times."

Bill posters in general will obtain a clear idea of the merits of the case by glancing Mr. Ballard's treatment in this careful study. We suggest it briefly.

BILL POSTERS' ASSOCIATION, c/o G. W. SHEPHERD FOR POSTING.

We will post 25,000 bills for you at the rate of 10¢ per 1000 bills. We will perform the service as required of an agent. We will post 25,000 bills for you at the rate of 10¢ per 1000 bills. We will perform the service as required of an agent.

Very truly yours,
G. W. SHEPHERD FOR POSTING.

of an every chance he got. I say that relation was order. Now that the A. B. P. is bankrupt and busted, he needs to do as we have chosen to go back to him. Whether he would like a good deal of us or no we will see.

NEW YORK BILL POSTERS' ASSOCIATION.

REGULAR 25th ANNUAL CONVENTION.

Held at Buffalo, Monday, May 11.

The regular 25th annual convention of the New York Bill Posters' Association was held Monday, May 11, at the Quaker House, Buffalo. Accounts of business transacted are very meagre according to reports in the Buffalo papers, this feature of the convention being alluded to with a few words.

The work of the convention related to outside business. Two delegations were elected to attend the convention at Cleveland, O., viz.: Edward A. Matthews, of Rochester, and Herman A. Seymour, of Mt. Morris. But why Mr. Matthews should have had himself elected a delegate is not quite plain.

He is a member of the A. B. P. A., and entitled to a vote in the proceedings of the national organization without the power of a delegate. Under the circumstances it would seem that he ought to have given away a lot of some number of the State Association who was not a member of the A. B. P. A.

Most of the members present left for home the same night, but some few remained over, and visited the city overnight. Mr. Williams of the following day. After the recess had adjourned, some one gave out the report that it had subscribed \$1,000 with which to fight the opposition of Albany, N. Y. Up to the time of our going press, this report could neither be affirmed nor denied. We are not inclined to give it credence or even local consideration.

Mr. Corwell knows nothing of it. Owing to the serious illness of his wife, he did not reach Buffalo until after 2 p. m., and finding that the convention was already adjourned, he took the next train back, and in thirty minutes was on his way to Rochester to rejoice his wife.

Wherever you got out of the list of members in attendance was a most failure and unsatisfactory. One half of those reported to have been present, have assumed as they were not.

ILLINOIS.

This association exists in name only; no meeting has yet been called, and it is not likely that any will take place.

Buffalo. Detroit. Chicago. Boston. St. Louis. Des Moines. Milwaukee. New Orleans. San Francisco. Rochester.

Very truly yours,
G. W. SHEPHERD FOR POSTING.

PENNSYLVANIA.

The Pennsylvania Bill Posters' Association held its annual meeting in the Grand Opera House. The following members were present: John H. Miller, Reading; J. W. Wilson, Allentown; J. J. Greenleaf, Harrisburg; J. C. Stone, Carlisle; John G. Egan, Scranton; J. M. Dinsley, Pittston; G. W. Hamersley, Hazleton; A. H. Bergman, Wilkes-Barre. The following officers were elected, viz.: President, John D. Miller, Vici-Town, J. W. Wilson, M. H. H. Bergman; Secretary, John G. Egan, Scranton; Treasurer, J. W. Wilson, Allentown; J. J. Greenleaf, Harrisburg; J. C. Stone, Carlisle; John G. Egan, Scranton; J. M. Dinsley, Pittston; G. W. Hamersley, Hazleton; A. H. Bergman, Wilkes-Barre.

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Sam W. Hoke

107 West 26th St., NEW YORK.

HILLS POSTED ANYWHERE. ADS PAINTED ANYWHERE.

Shelbyville Shelby Co. Ag. and Stock Assn. Aug 15 1896. J. J. ...

MAINE.

Bellevue Farmers and Merchants' Fair ...

MARSHBURGH.

Appld. H. ...

Stoddard Mountaineer Co. ...

MICHIGAN.

Michigan ...

Rockport ...

MINNESOTA.

Minnesota ...

Storwick ...

MISSOURI.

Missouri ...

North Carolina ...

OHIO.

Ohio ...

New Hampshire ...

NEW JERSEY.

New Jersey ...

New York ...

NEW YORK.

New York ...

North Carolina ...

Ohio ...

Ohio ...

Ohio ...

Ohio ...

MARYLAND.

Maryland ...

Minnesota ...

Ohio ...

WE ARE NOT HICKERS, BUT EVER READY TO PLEASE.

THE CHICAGO

F. F. SCHAEFER,
Manager

Estimates cheerfully furnished.

Telephone Main
4637

BILL POSTING

Efficient and Prompt Service at all times.

Leading Theaters are our clients.

COMPANY

INCORPORATED

Nos. 395-397 WEST HARRISON STREET.

Members of the Progressive and Only Inter-state Bill Posters' Protective Association.

Increasing Facilities Daily.

Work for the following Theaters: Auditorium, McVickers, Grand, Hayline, Maxwell, Columbia, Schiller, Haymarket.

Distributors and
General Advertisers.

We have assumed absolute control of Illinois Central & R. R. Bill Posting. The Greatest Suburban Road in the country.

© HUBERT-STOUT SIGN CO. MONROE ST. LOUIS, MO.
BILL POSTERS' BUSINESS NEWS 'SIXTY EIGHT

ESTABLISHED 1884.

ALBERT WEBER,

Licensed Bill Poster and Distributor.

My reference is my work, which speaks louder than words.

Office, 330 Camp Street, NEW ORLEANS, LA.

Bill Posting.
Sign Advertising.
Distributing.
Home Signs Part of
Billboards.

We carry and control
all the material and
use America's.

We make all kinds of
Billboards, Signs and
Home Signage. Our
facilities exceed the rest.

KANSAS Bill Posting Co.

LEAVENWORTH, KAS. WENITA, KAS.
TOPEKA, KAS. ST. JOSEPH, MO.

GENERAL OFFICE,
TOPEKA, KAS.
L. N. CRAWFORD, Mgr.

Why not
compare your work
with our Bill Posting
Billboards, Signs, Home
Signage and Printing
done by trained men
who are thoroughly
and expert in their
line.

And do work in all
intermediate States.

WE GUARANTEE
78,000
READERS DAILY.
Write, estimate
and return.

SAY!

Mr. Advertiser, Let Us Give You Pointers

We Post **NANTICOKE** situated in the Heart of the Coal Region.

We Contract **Distributing** For the United States.

Oplinger & Butkiewicz,
23 Broadway, NANTICOKE, PA.

P. S.—There are millions of nipples who never enjoy the fresh air of the streets, they never see posters, then, how to reach them? Cleverness! And the cheapest way is by contracting for the United States through us. We can guarantee you a 50c. a service, and you never have to bother your head as to who is doing the distributing, as that is our part of this contract.

Fairs and Farmers of Pennsylvania
ALL THE FARMERS GO TO THE BLOOMSBURG FAIR.
WE CONTROL THE DISTRIBUTION SITUATION.

IN '95 OVER 100,000 Paid Advertisers.		We Gave Satisfac- tion in '95 and expect to do '96.		IN '96 150,000 EXPECTED.
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DONALDSON'S New Pictorial Posters.



The above can be as good a half-tone as we could obtain in the limited time at our command. It does not do the bill anything like justice, and will be made over at once. It is supposed to represent our new fifteen-sheet FURNITURE POSTER. One of the best stands ever printed. It sells at sight. It measures six feet high and seventeen feet long. Photographs free to agents and bill posters. Samples, \$1.00 Each.

Prices Cross-lined, that is to say, reading across printed across the top of the stand

5 for \$6.00	10 for \$10.00	25 for \$17.00
10 for 12.00	25 for 20.00	50 for 33.00
25 for 18.00	50 for 30.00	100 for 55.00

Prices with Streamers, (a five-sheet streamer), making a twenty sheet stand in all

5 for \$12.00	10 for \$20.00	25 for \$33.00
10 for 18.00	25 for 31.00	50 for 52.00
25 for 28.00	50 for 45.00	100 for 80.00

We have also recently issued new designs in Posters for

Newspapers, Fairs, Races, Bicycle Races, Fourth of July Celebrations, Balloon Ascensions.

Samples Free to Agents, Bill Posters and Job Printers.

NOTE—Our New Designs for the Fall, Winter and Holiday Trade will be ready on or about June 20.

The Donaldson Litho Co.

CINCINNATI.

G. RUNEY & SONS,

Bill Posters, Distributors and Sign Contractors,

G. RUNEY & SON WAUKEGAN, ILL. CIRCUIT 18 CITIES.



WE ARE NOT SUPERSTITIOUS

BUT WE DO BELIEVE IN

SIGNS.

TRY THE BILLBOARDS

They speak for you.

3000 RUNNING FEET - ONE BOARD

30 NORTH LAKE 300 GRAND LAKE
30 LAKE BLUFF 300 LAKE VILLA
33 LAKE FOREST 230 ANTHONY
27 COURT ANTHONY 30 PARKVILLE
308 HIGHLAND PARK 230 ROSELLE
30 DEERFIELD 134 WINDSOR
344 UNIVERSITY 254 GARAGE
34 BRIDGEMAN 300 WASHINGTON
30 WASHINGTON 300 WASHINGTON

BUY NEW YEARS PRESENTS

FOR MEN & BOYS

AT THE

MODEL

WEEKEND.

VAIETY GREAT PRICES SMALL

J. LANYON & SON

THE NEW

HARDWARE STORE

EVERYTHING NEW



REFERENCES

SECURITY SAVINGS BANK
BRIDGE TRICEY'S
R. S. JONES & CO.
BILL BOARD, NORTON

ADVERTISE IN THE JOURNAL
PUBLISHED MONTHLY BY G. RUNEY & SON.
CIRCULATION 8000.

Licensed City Bill Posters.

Members of the Inter-state Bill Posters' Protective Association.

OWN AND CONTROL ALL BILLBOARDS AND DEAD WALLS IN

WAUKEGAN, ILLS.

BESIDES A CIRCUIT OF EIGHTEEN ADJACENT CITIES.

Merchant

You Stick to the People, and They will Stick to You, and
the only way to do it is in Nanticoke, is to



LET
US
STICK
YOU



23 Broadway,

Oplinger &

Nanticoke, Pa.

Butkiewicz,

City Posters and Distributors.

We distribute Luzerne county.

We owned the situation for 76 of the Bloomsburg Falls.
Includes the farming centre of Pennsylvania.
Over 100,000 People paid admissions in '95.

Send for circular.

Why Not Post {Boise City, ? --- Idaho?

Fifty Conventions will bring thousands of
strangers to this city during the summer.

Spaulding & Gordon, Licensed City Bill Posters,

Will do your work properly. TRY US.

MY NEW ADDRESS IS

107 West 28th ST.

NEW YORK.

Sam W. Holo

DISPLAY ADVERTISING.

Burnett's
BILL POSTER AND SIGN ADVERTISER
 ARMORE
 No. 100
 POP. 6500.

Only to GIVE US A SHOWING FOR INTELLIGENCE AND ENERGY

WE REALLY WANT YOUR WORK! WILL TRULY DO IT RIGHT!

A NEW AND GROWING COUNTRY.
 A FAVORITE SOIL FOR ADVERTISING.

Designer of DESCRIPTIVE Posters
 WRITE FOR PRICES

BILL POSTERS' PASTE BRUSHES.

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

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

8 Each.	-	\$2.75 Each.
8 "	-	\$5.75 "
10 "	-	\$5.00 "



The "Unexcelled"

No good brush is better than this brush.

PRICES.

8 Each.	-	\$2.75 Each.
8 "	-	\$5.00 "
10 "	-	\$3.25 "

THE DONALDSON LITHOGRAPHING CO.
 CINCINNATI, OHIO.

NEW LONDON, WIS. Pop. 3680

J. C. HICKEY,
 CITY BILL POSTER AND DISTRIBUTOR.

Member of the International Bill Poster's Assoc.

WASHINGTON, PR.
A. B. MEANS,
 BILL POSTER.

Member and member of the principal trade in Wis. Member International Bill Posters' Association

Do you collect Art Posters?
 See "THE POSTER" Magazine.
 Monthly illustrated. \$1 a year.
 Send to order for sample copy.
WILL. H. CURRIER, Publisher.
 P. O. Box 1216, New York

100 Fresh Guano Address of Agents and Dealers all over the U. S. Just the thing for you, save for every dollar.
J. T. HUCKER, BRVA, VA.

MATTAPAN, BOSTON, MASS.
 ADVERTISING BOARD WORKS, 70
DAN O. & CURRIER, 108 River St.
 Distributors and General Advertisers.

WANTON Bill Posting Co.
 BILL POSTERS & DISTRIBUTORS,
 Best Results. Best Service. Best Workmen.
A. S. WHITE, Mgr. and Treas.
 Office, 41 Cabernet St., Trenton, N.J.

SELOVY, Population 9,000.

Spencer Bill Posting Co

Members INTER-STATE Bill Posters' Association and International Association of Distributors.

BILL POSTING. 10,000 FEET OF BILLBOARDS.
DISTRIBUTING. CINCINNATI, 25 TOWNS.
GENERAL ADVERTISING.

E. DOCKSTADT, Manager. Office, No. 4 S. Jackson Street,
JANESVILLE, WIS.

"The Bill Poster"

The English counterpart of "Billboard Advertising." Subscriptions 60 cents per year, post free, may be sent to No. 171 Fleet Street, London, E.

THE GREAT AMERICAN ENGRAVING & PRINTING CO.
 ESTABLISHED IN 1810. Capital, \$10,000.00. Office, 100 N. 2nd St., Philadelphia, Pa.
 This plant is working and for them in the process of other plants in U. S.
 T. S. DUNN, all business, has been awarded this honor by the U. S. Government.
 ALLEN B. ALLEN, a member, has been awarded this honor by the U. S. Government.
 S. W. BROWN, another member, has been awarded this honor by the U. S. Government.
 J. D. WOODRUFF, another member, has been awarded this honor by the U. S. Government.
 W. H. WOODRUFF, another member, has been awarded this honor by the U. S. Government.

RECENTLY EQUIPPED WITH NEW AND IMPROVED TYPE PRESS.

NOT OUR GREAT, BUT How Good! PRICES Must be Right.

Working Night and Day when Required.

EVERY BILL POSTER WANTS AND NEEDS

PROFITABLE ADVERTISING

The Advertiser's Trade Journal of New England.
 Full of views and suggestions for the Publicity Service.
 Subscription Price, \$2.00 per year. Send for sample copy.

KATE E. GRISWOLD,
 Editor and Publisher,
 13 School Street, BOSTON, MASS.

SONEY, OHIO, C. P. ROGERS
 CITY BILL POSTER.
 Connected with all billboards and Good Also DISTRIBUTING money all around in

SELOVY, ILL. Population 20,000
ELGIN BILL POSTING
Advertising & Distributing Co.
 They forward bill posters to the city.
FRED W. JERICKS, Prop'r.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
 Does all billboards in the city and suburbs. Pays the bills. Guarantees the return of all bill material and distribution.
W. E. WILLIAMS, Manager.

1000 Circulars, 1000 Bills or smaller hand is 100 bills for \$1.00. See also other bills and cards for sale. Send for price list.
J. S. LUMPKINS, BRVA, VA.

The Advertising Novelty Co.
 117 N. 2nd Street, Philadelphia, Pa.
 Manufacturers and designers of all novelties, including calendars, seals, envelopes, stationery, etc. Write for price list, New York, Boston, Chicago, and St. Louis.

HAVE YOU COVERED OUR CIRCUIT?
 PASTOR— NAME _____
 MINISTER— NAME _____
 CLERGYMAN— NAME _____
 CHURCH— NAME _____
 ADDRESS— NAME _____
 CITY— NAME _____
 STATE— NAME _____
 ZIP CODE— NAME _____

The service is made by mail only. Send for literature. Write to **PASSAIC ADVERTISING CO.**
 PASSAIC, N. J.

EVANSVILLE, INDIANA

POPULATION, 75,000. # MEMPHIS OF INDIANA

POSTS, BILLS, TAGS, ETC., DISTRIBUTORS.

THE ONLY LICENSED AND LICENSEE IN THE CITY

F. H. GROVES, Manager.

67-784-785-786-79

A. L. HANER, Secretary.

THE HOSTLER ADVERTISING CO.

PRINTERS, PUBLISHERS, MAILING
AND DISTRIBUTORS.

14 North Main Street, P. O. BOX 120, INDIANA.

By J. C. GALE, Manager.

Prompt Service by Reliable Men.

J. M. Dixon and his wife
Ours birth to Henry,
With little and great
And presence in all creation,
Men are who who advertise
In the general generation.

Three Hants, Ind.

B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA.

Billboard Advertising Specialized.

No Office Complete Without It.

Business

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

It leads particularly upon

ACCOUNTING, OFFICE ROUTINE,
BUSINESS MANAGEMENT AND ADVERTISING,
and incidentally upon FINANCE,
MANUFACTURE, TRANSPORTATION,
COMMERCE AND ECONOMICS.

The standard departments of the paper
include: CIVIC, SOCIAL, POLITICAL, and
GENERAL. It is published from
from practical men on office and business
men; OFFICE ECONOMY, containing
detailed descriptions of new devices,
MACHINERY, LITERATURE, or
reviews of new books; ART AND PRACTICE
OF ADVERTISING, presenting matter
in a successful manner; INTERESTING
AND ASSOCIATIVE, recording the
successes of the organizations among
office men; and BUSINESS LAW, presenting
articles on law topics of special
importance to business management.
The employment, PRACTICAL ACCOUNTING,
and other articles are carefully prepared
articles on accounting methods, in
clear descriptions in detail of the
accounting practice in leading establishments.

Monthly, 40 pages, illustrated, including
employment, etc. for you. Sample
copies (enclosing this advertisement) free.

KITTRIDGE COMPANY, Publishers
12 Astor Place, NEW YORK.

Push

SEE
YOU
IN
IT

That's what makes between a success—the more
push, the greater the success.—If you push to the
right direction.

PUSH is a little journal "published for progressive
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1,000 to 5,000 Population	per sheet	5 cents.
5,000 to 10,000	"	6 cents.
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And control All Billboards and Dead Walls in the City of

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These are two classes of advertising: "Billboard" or wall advertising, and the other varieties. The first is CERTAIN—a safe investment, a plain business proposition; all the others are SPECULATIVE—bringing returns to-day, falling flat to-morrow. Billboard Advertising, as we execute it, COMPELS attention; creates the eye "by main strength," and is not to be forced into the memory of the operator. Besides the 40,000 feet of fences that we control, we have hundreds of thousands of feet of other spaces—dead walls, etc.—all in populous centers and acknowledged by advertisers the finest lot of billboards in the world. We are the only executors on this Coast of LITHOGRAPH PAINTING, a close imitation of a lithograph by means of paints and brushes.

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The Emulsion.
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The Workhouse Co.

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Tuckers & Co.
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LITHOGRAPHERS
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Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 50 cents.

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and he possesses an unbroken record of over a quarter of a century for honest and faithful service and square dealing.

The Knight of Pythias give a Grand Fourth of July Celebration in Springfield, which will attract vast crowds of people from adjacent cities and all the country around about. Get your paper up for a July drawing.