MAKING IT PAY; or Hints for Country Bill Posters.

BY HARRISON HAYNES HUDBURY.

This is the first of a series of articles which will run through perhaps a half dozen issues of THE BILLBOARD. I know of no better way of introducing myself to the readers of the paper, than simply stating that I used to be a country bill poster, myself, and, by the way, before I proceeded further I will just explain what I mean by country bill posture, or society, as it is generally considered.

Sometimes he is a paper hanger, quite frequently he is the stage carpenter of the opera house; then again he may be a sign painter, a livery man or a carpenter. Occasionally, and I am in favor of the occasional, I find a person who will run a dozen plants that are managed, and will manage at that, by women. During the course of my peregrinations I have found many queer unions of this kind. For instance, I have known bill posters who were also lawyers, dealers in fertilizer, preachers, justices of the peace, chief of the fire department, managers of theatres, doctors, druggists, undertakers, and, in fact, anything at all that would help to add to themeer capacity of their billboards.

I was a publisher when I went into the business. I owned a weekly in a Western town. My parents had purchased it (the weekly) for me when I left college, so as to give me a chance to grow up with the country. The town had about 3,000 inhabitants, although we claimed 5,000, and was located, to quote a writer of note, "a hundred miles from every place and twenty miles from everywhere.

For about two years I had a terrible struggle with the weekly. It was up and down, up and down, up and down, but generally it was on top. I tried to think what might have been if either, down East, had not made me regularly large boxes of grub. The cost of publishing at the time I commenced, as the former owner glibly informed me, was $1,000, and the mail list of $5,000 in capacity, counted, but had not. It shamed terribly on closer examination. It is astounding what a number of sample copies it takes to go round among the eastern agents. In my case it was over two hundred, and when they came, together with exchanges, advertisers who dealt direct and die, made, were subtracted from the total, I found my house full but was a trifle under five hundred.

I was a publisher, though, and I bucked it up with a will. I talked about schemes for circulation building. I figured out $5,000. I started a half-page serial, and presented every man, woman and child in the county with a copy of the issue containing the first installment. I offered chromos, chromosome clowns, contented clowns and more, and printed my needs in black and white in house canvas. I tried everything I had ever heard of, but the circulation absolutely refused to budge. The patronage was just about as taut as a snail shell, and finally I got discouraged and tried to sell it. I had gotten glowing advertisements in the Eastern papers, but without results. Then I began to look around for a trade that I could try and bust it in for a small sum, with a claim, a hotel, a livery stable, and finally offered it for a half interest in a small circus, but failed miserably in each instance. But I wish I could describe the consternation of the directors when the paper arrived. There was enough to kill an ordinary circus in a dozen towns. There were half-sheets, whole sheets, three-sheets and great big thirty-two sheet stands. We could not return it for it was all crossed. Neither could we hold it over for the next year because it was all dated. I was equally aslxed and slow, and I went to the end of it. I consulted the American Newspaper Directory for a trade paper devoted to fairs, but there was none listed. Then I wrote to Rowell & Co., explaining what I was looking for, and they said they had no such thing.

About this time my fellow citizens determined to hold a fair. They met, organized an association, and elected me secretary. I little suspected what I was doing when I accepted the position. I only saw a salary which, while nominal, was not unimportant, and was expected. But I soon discovered that the secretary of a fair association was the whole thing. I was supposed to know everything and do everything. He is the manager, bookkeeper, general director, advertising and press agent, all rolled into one. I did not know even a little bit about fairs, so I started in to read up. I consulted the American Newspaper Directory for a trade paper devoted to fairs, but there was none listed. Then I wrote to Rowell & Co., explaining what I wanted. They said they had no such thing.

W. D. REDINGTON.

Well, to make a long story short, we built the boards and soon had the town covered. Then we built boards in adjacent towns and covered them, making country routes to the mainline throughout the State, and by dint of perseverance and hard work we finally used all the paper up. The fair itself, I am afraid, did not amount to much, but the attendance was enormous. Visits came from miles around, and everybody, in town, especially the merchants, voted the fair as unqualified success. If ever the directors get done paying for those posters they will probably hold another fair.

As for me, when the blow-off came they owed me a little over a month's salary and settled by making over to me all the boards we had built, and that is how I got into the business game.

I immediately arranged to advertise the Gazette (my paper) on my newly acquired boards and the results were as if the same manner I had the fair, but not quite so lavishly you may be sure. I met one and a few other printing men, and black, which I engraved myself. The result was that my most suggestive advertisements worked. Subscriptions began to come in, slowly at first, but faster as time wore on, and eventually advertising took off like a mild storm. I soon found myself in possession of a face, and I was able to buy a house in the new area.

Success attended me, and, oh, how I enjoyed it. After my experience as a publisher the more I even that I made the discovery, for I was surprised when I discovered that the old bill posters were bad, and for the paper, which gave me so far above what I paid for it originally and quickly. I then put a large article in the paper by this time, and as an extra house was holding it at the time I had already succeeded in working up some local talent, I was anxious to devote my reporter's time to my new area.

When I figured up at the end of the year I found that I had cleared twelve hundred dollars. But I also found that my idea being to deprive some portion of my expenses by canvassing the various towns which I used to work in, and as I had been successful at home, I concluded to take the same idea down. My idea being to deprive some portion of my expenses by canvassing the various towns and cities, I started in, and with much success, but not much. I had to think of the best way to do it, and I enjoyed the work thoroughly, which I determined to do. I did it until each time mayhap as I might be able to buy or buy up to the next.
THE BILLBOARD

News from New York.

Eugymp is putting out a new 6-sheet, a fac simile of their old 20 sheet stand, and the new issue is in 10 parts. The new design is a change, and all changes are improvements; therefore, this is as much more value than the old poster.

Scotch Oats 3-shots are up for a year's showing on Munson's boards. Adlake Bicycles and Stephens Bicycles are also using Munson's boards exclusively.

Buffalo Bill takes all the Barnum & Bailey shows this season, and Barnum takes the Brooklyn space that Buffalo Bill had last month. And the com-

This week, the Goodwin Co. of New York was operating a large and elaborate poster in the New York daily papers.

Purdy Personal.

Although the membership of American Men by George of the Chicago company is in many places, and will be in New York, the man may be well known, and the business and advertising. The members are in New York, and the advertising is being conducted by the Goodwin Co. of New York.

The following bill in now pending for the legislative assembly of the province of Quebec:

"Every chief or superintendent of police or other officer, who shall corrupt the public officers or who shall use the authority of his office for the purpose of obtaining or securing to any person any such preferment or advancement, shall be liable to the punishment of imprisonment or fine, and shall be liable to the payment of costs and expenses of the action and of the costs of the prosecution of the same," is the penalty provided by the new Act for corruption in the police force. The Act is to be enforced by the Government, and is to be supported by the Government.

It is very desirable that every chief or superintendent of police or other officer, who shall corrupt the public officers or who shall use the authority of his office for the purpose of obtaining or securing to any person any such preferment or advancement, shall be liable to the punishment of imprisonment or fine, and shall be liable to the payment of costs and expenses of the action and of the costs of the prosecution of the same. The Act is to be enforced by the Government, and is to be supported by the Government.

Of course, the curing need the time is now more pressing. No one disputes this fact. With the statute fairly in force, the city is still in the city, and every foot crank with a conscience, and every horse, who have a right to be heard, can put his ideas through the law and order and add another to the list of the heroic.

The Legislature is the highest form of politics that a country can have. It has the most of the liberty and least of the real thing than any people anywhere.
INTERNATIONAL
BILL POSTING ASSOCIATION.
Preparations for the Convention

The officers of the International bill Posting Association are busy making arrangements for the St. Louis meeting. Special rates on all railroads will be observed, and likewise special rates at all hotels. The St. Louis and St. James hotels will attend to the secretaries and arrangements as follows:

St. Louis, April 30, 1887

Georgetown.—We include in the last journal of our correspondent, Mr. J. W. Powell, a list of the names of the ratifying convention, which states that the News of the World, for April 27, is printed with plain 

"America, please take note that the weather is too cold, and there are no large

"Attest.

The Wolverine Sew Co., of Portland, Me., is going to submit a design for a pewter

The Wisconsin Sun, of Milwaukee, Wis., has in press a sheet on the subject of the New York Convention, which is to be printed in its columns.

Waterhouse, New York,

We were pleased to hear that you are in receipt of the Society's Bulletin, which we sent you last week.

Van Nuys's List.—Sam Pratt, of the firm of A. Van Nuys & Co., of New York, has compiled a handbill catalog of the postal stations and printing offices in the city, with a list of the names of the ratifying convention, which states that the News of the World, for April 27, is printed with plain paper, and also the weather is too cold, and there are no large hotels in the country.

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THE BILLBOARD.

THE BILLBOARD

PUBLISHED MONTHLY AT
115 East Eighth Street, Cincinnati, O. U. S. A.

Address all communications to

THE BILLBOARD PUBLISHING CO.

Subscription, $2.00 Per Year. In Advance.

ADVERTISING RATES

Advertisements will be inserted at the uniform rate of ten cents per line, not to be exceed for advertisements not more than two lines in width. All lines must be accompanied by remittance.


Advertisements should be made by shapes, post-facto, or under other forms at the expense of the advertiser. The company will be glad to supply a full list of advertisers, and make supply to The Billboard Pub. Co.

The绿色 penulimemum words in our are in return a detailed memorandum: the signature and cover the company.

When it is necessary to an advertisements, great meaning in the case of missed or late ads, by reference to the Deadman's Cipher Code.

MAY, 1897.

History proves that discussion is never
finally and fully settled until it is settled right.
All of the temporizing on the
question of slavery was for
ugly
Human bondage was a monstrous wron
only to be righted by complete emancip
and it is an with the association in building
and all of the long list of evils

It's silly and futile corrective measure to
its consonances, framed behind closed doors, of its unscrupulous expectations and
and, with all sense.

The "close," herein and in argument, is a thing to acceptance and fall into silence.

The "close," association is stifling all progress and development. It is time that the intelligent bill posters of America quit making compromises and adopted radical and decisive measures.

* * *

The Haymarket occupied the White
House, was conducted more nearly in
accord with the ideas of the Woman's
Christian Temperance Union than it ever
had been during any previous administra
tion. The Haymow family were enthusiastic
members of the organization, and made
every effort to conform to its ideals. They came as near realizing them as they
of the offices would permit. Yet it is doubtful if any president was subjected to such times of abuse, such
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We see the same mean, short sighted
spirit manifested daily by the A. B. P. A.
So long as an agent or advertiser ignores
bill postion altogether and confines his
attention to publications, he enjoys the
good will of the officers and members of
the organization. But let us see if the
interest in the billboards and attempt a
trail of their merits, and at once he is
subjected to every annoyance, discourtesy
and abuse that a rabid ingenuity can de
vice. He is reviled, threatened, boycotted,
all for no other reason than, he has at
tempted to patronize the billboards.

Where one persists, ten turn away dis
gusted with the petty arrogances of
men with whom they are dealing. This
is why the billboards, with ten times the
pulling power of publications, have less
than a thousandth part of their patron
age.

* * *

A CENTRALIST—evidently a very
young man, who is experiencing his first
season in financial management, opines
that our efforts to give the fair manage
of the country a paper of their own is
incumbible. He also adds the suggestion
that if the Billboard was
published in New York it would specify
with the recognition it deserves. We want
to assure our young friend that the
Billboard is recognized and firmly
established, too. Fair managers of experience
everywhere take it and read it regularly,
while faithful followers, newspaper and
privilege men rely on its fair list implicitly,
and buy it in preference to all others.
Cincinnati is the source of THE BILLBOARD
and it is forthright and fitting that it is so.

The Queen City originated the letter-day
exhibition. Her Agricultural and
Mechanical Exposition was the first of its kind
ever held, and the one after which all the
others, even including the Centennial at
Philadelphia, and the World's Fair at
Chicago, were patterned. Although they are
common enough to-day, Cincinnati's Annual Exposition was for years the only
other of the kind in the country. Taken
all in all, we are inclined to think that we
could hardly hit upon a better place
from which to issue a paper devoted
to fairs, show shows and exhibitions.

* * *

Every now and then, too, some corre
spondent discovers that an advertising
paper is rather a queer vehicle to carry
a fair department. If this paragraph should meet the eye of anyone entertaining a
similar view we would like to ask him
what our efforts to give the fair manage
tion is. Is it not first, last and all
the time an advertising medium? What do
manufacturers and farmers exhibit their
wares and products for? Is it not to ad
vertise them? What is the fair or the ex
position itself? Is it not frequently, in
fact, always, a method of attracting visi
tors to and thereby advertising some par
ricular town or city? Now being the case,
what is more fitting than that they be
acted from an advertiser's standpoint and
in an advertising paper?

There are Yankee answers, but they get
there. We have never seen any incon
gruity in the combination, and we do
not believe that any exists, but he that says
as it may, THE BILLBOARD will continue to
run its fair Department.

* * *

CHAS. AUSTIN BATES always stoutly
contented for truth in advertising. Prob
ably no other advertising expert has ad
vertised "the truth, the whole truth, and
nothing but the truth" as tirelessly and
per sistently as he. Furthermore, he prac
ticed what he preached. In an evil hour
though he yielded to advice that had for long
consumed him, and launched Criticisms.
It is the old, old story. Criticisms had to have
a circulation, and the great CHAS. Austin fell.
Bowed over as easily as any
ordinary mortal. The account of the marvellous
growth is thrilling, it is
well, just read it. None of the half,
crude fabrications of the ordinary circu
lation manager. Nothing clumsy or raw. On the contrary, it is artistically
delicious. A delicate and subtle blending of fact and
fancy, that bears the brunt marks of the master hand. It is so
beautifully drawn and so cleverly handled that one is both
to believe it is merely a — painting.

MORE LETTER FORMS.

No. 7.—LETTER OF SOLICITATION.

The following, used by J. O'Keen of Carbon-
B., is a model to the point.

If you have any work on my line I will be
pleased to hear from you. I will guarantee
you good services. I do the work myself
and in the interest of you and me. If
you have any work to do, I expect
people to pay the bill. I have had
some experience in the trade and
I am quite successful.

A.C. BEAN.

Adapting the letter is a greatly prized edition, which reads as follows:

To the Drug Trade, and

Adventurers in general:

We the undersigned druggists request
the members of your Firm as a reliable
Bill Posters, to whom you can give
trust, we have the honor to say that it will be properly
taken care of, and distributed here for the past twenty years.

The Editor of the Billboard.

B. & McCARTHY.

Bus. and D. J. cut, Frank C. Deno,

The Editor of the Billboard.

Mr. Editor:

Your request for an estimate of the
paper to be used in the future.

May we have the honor of your cooperation?

We are, yours truly,

LOUVIN.

By spreading the letter it is a greatly
prized edition, which reads as follows:

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The Editor of the Billboard.

Mr. Editor:

Your request for an estimate of the
paper to be used in the future.

May we have the honor of your cooperation?

We are, yours truly,

LOUVIN.

No. 8.—LETTER OF SOLICITATION.

For use in Texas.

We have years of the experience in the
market, and we take to

Adventurers in general:

We the undersigned druggists request
the members of your Firm as a reliable Bill Poster, to whom you can give
trust, we have the honor to say that it will be properly
taken care of, and distributed here for the past twenty years.

The Editor of the Billboard.

B. & McCARTHY.

Bus. and D. J. cut, Frank C. Deno,  

The Editor of the Billboard.

Mr. Editor:

Your request for an estimate of the
paper to be used in the future.

May we have the honor of your cooperation?

We are, yours truly,

LOUVIN.

Ach, Gott! Another!

Add Space will appear shortly. It is a
good joke. It appears right—without
the abbreviation stop—and that is good
In its perspective as good. We will wager
the paper will be good, too. Do not know
subscription or advertising rates, be
spective does not love them. It will be
published monthly at 7th Fifth avenue.
Chas. Austin Bates.

We do not know who he is.
Here is our best wishes, neighbor, if
you will live, and if you
live you may succeed. If you succeed,
you may rest assured that a force
will come, and in almost no time, in
other walk in life, have made you a
notable. But, then, we are not all after
moneys. Follow!
LIEFEBVRE'S BUDGET.

President Clough has called the third annual convention of the International Association of Distributors for July 20, 21, and 22, and named Cincinnati as the place of meeting.

W. H. Steinhamer has expected arrangements with Mr. Luke Hunt, of the Hotel Eversy, whereby the large banquet room of the hotel will be placed at the disposal of delegates to the conven- tion. This hotel will also make a special rate for distributors.

Distributors ought to keep a book in which to record the tips that appear from month to month in THE BILLBOARD. Enter them at the beginning of each month, also any other new information, and whenever you have a few empty time, such as on a train, you can add to this record. It will be useful in the future, and enable you to take full advantage of the information contained in the publication.

The following clipping from the Advertiser's Guide, published by the Advertiser's Guide, New York, contains much valuable information:

"A. C. WILLIAMS & CO., 118 W. 25th St., Cincinnati, Ohio, has this year's catalogues, the latest models of all.

The Bridge City Pharmacal Co., 210 Calhoun street, Fort Wayne, Ind., is a young firm, and will make a success of it, for they intend to do all of advertizing. Better write them now.

THE BILLBOARD.

The Defiance Distributing Bureau, success to THE BILLBOARD, publishes the "Defiance Distributing Bureau, 118 W. 25th St., Cincinnati, Ohio.

President Clough, has contracted 27,000 for the California Fig. Paper, a good trade paper, and the contract is given.

The rubber in our last notes concerning a rubber baby's sudden death, presumably by an overdose of bromo carbromine and camphor, is here and there a little overdrawn. A remedy sample distributed here, is laid away under the surgery of the University Medical buildings. Professor Good and the staff have been busy with the case, and the cause of death was found.

Owen "Petie" Cowley, of Blightaville, N. Y., has a special room by which he is able to do "distributing work" in a much more effective manner. It is reported with facts clearly proven.
Some Advertisers.

American Family Record Co., Brooklyn, N. Y.
Advance Advertising Agency, Cleveland, Ohio.
American Union Gas Co.
Allen Medical Co., Boston.
Bennett, H. T., Boston.
Butterfield Medical Co., Parkersburg, W. Va.
Darling, D. C., Bath, N. Y.
Dundee, W. W., New York.
European Importing Agency, New York.
Fidelity Loan Association, New York.
Grosholz, W. D., Dallas.
Gurney, C. H., Guernsey, Ohio.
Hearst's National Publishing Co.
Howell, M., Lima, N. Y.
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THE BILLBOARD

Signs & Sign Painters

Address all communications to this firm.

To test gold leaf for purity, drop a drop or two of nitric acid on it. Improving leaf fails to show any reaction, but pure gold shows no effect whatever on gold that is pure.

A subscriber wishes to know the difference between sign painters and sign painters. They are two entirely different professions. An artist is a metal, and comes both as a solid and in bronze form. Many of the metal letters now used on signs are made from this metal. The artist does not tarnish, and its lightness makes it desirable for lettering purposes. It is used in various ways, principally for printing letters on glass and on decorations. Letters made are made from calcium sulphide and a varnish made from pumice. The artist is divided into different colors. It is said that the calcium sulphide made in this country is in a

Dissolve equal to

is made for the purpose of the best authority, the Billfold & Camera Co. The artist possesses the artist in the country that handle the only kind that gains satisfaction. Their brand is peculiar. It is used for lettering, but not on any other thing in the pant's line, a little of it or a long way, but a little. The sign is a frame, and a letter, covered with a pinstriped background. It is a frame, and a letter, covered with a pinstriped background. It is a frame, and a letter, covered with a pinstriped background. It is a frame, and a letter, covered with a pinstriped background.

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The Central Ohio Fair Association is a thing of the past, stockholders, at a recent meeting, voting to dissolve the organization.

At its annual meeting, held at Fostoria, O., on January 10, the treasurer's report showed that the Northeastern Ohio Fair Co. is entirely free from debt and has money in the treasury. The company has elected the following directors: C. Germaine, M. M. Steckler, S. F. Williams, H. G. Williams, W. E. Heatley, L. L. Nach, W. A. Wagner, W. F. Flack, L. K. Albrecht, W. G. Cunningham, R. H. Adams, D. Peters, W. Parker, F. E. Bell, Elmer Fox and R. Crocker.

The East Tennessee Fair Association, Knoxville, has completed a new half mile track, located about three miles from the city. Mr. Arthur Griggs is secretary of the new association.

Thornton Bros. are buying a new show, with a view to Managers in need of a lovely special attraction will do well to write them. They are at 49 Mead Street, Columbus, O.

The Ohio State Fair, at Columbus, ad

Purdy Personal

Gen. W. Carey is secretary of the Lebanon (O.) Fair, which has been congested with the association in that city since 1901. In addition, through his efforts, he has made the release of the majority of the State Fair for the past year, and has identified with the fair for the past seven years. Gen. Carey is an old friend of the Ohio State Fair in Ohio, and he plans to start the new Fair, which he is now building, with the assistance of the Lebanon Fair. He has also arranged the ground for the fair, and has promised to make it a great success.

**CONSTITUTION AND BYLAWS**

Of the Ohio State Association of Presidents and Secretaries of Fairs, Adopted April 5, 1939.

To the Officers and Members of your Association: Your committee, after due and careful preparation, have reviewed the constitution and by-laws of the association, and recommend the adoption of the same as herein presented. We believe it to be the best interest of the association to have a uniform constitution and by-laws, and to have them in a form that will be easy to read and understand, and we recommend that the same be adopted by the association.

**ARTICLES**

**ARTICLE I:** Name and Object.

The name of this organization shall be the Ohio State Association of Presidents and Secretaries of Fairs. Its object shall be the promotion and development of agriculture in the State of Ohio and the furtherance of the interests of the Ohio State Fair Association. It shall also provide for the maintenance of the association, and shall have the power to make, alter, amend, and repeal by-laws and all other matters affecting the interests of the association, and shall have the power to make, alter, amend, and repeal by-laws and all other matters affecting the interests of the association.

**ARTICLE II:** Organization.

The Ohio State Association of Presidents and Secretaries of Fairs shall be a duly incorporated body, and any person who shall become a member of the association shall have the right to vote at any of its meetings.

**ARTICLE III:** Meetings.

The association shall hold at least one meeting of the members of the association each year, and shall also hold meetings of the officers of the association, and shall hold meetings of the members of the association at any time, and shall also hold meetings of the members of the association at any time, and shall also hold meetings of the members of the association at any time.

**ARTICLE IV:** Amendments.

This constitution may be amended at any regular annual meeting of the association by a two-thirds vote of the membership present and voting.

**ARTICLE V:** Amendments.

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**APPEAL**

We are all aware that the Los Angeles stock exchange has not been as popular as many other associations in the past, but there is no reason why that should not be changed. The stock exchange should be used as a means of promoting the stock market and aiding the stockholders. The association should be a strong force in promoting the stock market and aiding the stockholders.

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The constitution and by-laws of the association shall be as follows:

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LIST OF FAIRS

CONNETICUT.


MASSACHUSETTS.

Back Bay, Fair Sept 23 to 27. J. A. Jones.
South Hadley, Fair Sept 24 to 27. J W. Goodwin.

RHODE ISLAND.

Providence, Fall Fair Sept 29 to Oct 1. J. M. Willcox.
West Warwick, Fall Fair Sept 30 to Oct 1. J. B. Torrey.

TENNESSEE.

New Braunfels, Fall Fair Oct 1 to 5. J. B. Torrey.
Nashville, Fall Fair Oct 19 to 24. J. B. Torrey.

TEXAS.

Huntsville, Fall Fair Oct 7 to 11. J. B. Torrey.

WASHINGTON.

Spokane, Fall Fair Sep 24 to Oct 1. J. B. Torrey.

WISCONSIN.

Milwaukee, Fall Fair Sep 27 to Oct 3. J. B. Torrey.

OHIO.


PAVEMENTS.

New Bedford, Fall Fair Oct 9 to 15. H H. Carpenter.

2017.
Horse Shows:

Show Horses:

Poultry Shows:
HENRY C. CROSBY
ADVERTISING SIGNS.
Romona Building.
PATERSON, N. J.

SIDNEY, OHIO, C. P. ROGERS
CITY BILL POSTER.
Owes and controls all Billboards and Posters.
Also DISTRIBUTING carefully attended to.

G. F. BANGASSER & CO.
CITY BILL POSTERS AND DISTRIBUTORS.
Signs Tackled and Signs Painted. Own all Bill-Posters in our locality.

TRIENNIAL, NEW JERSEY.
The Trenton Bill Posting Co.
Own all Billboards in the city and suburbs of the water of all Bill Posting and Distributing.

Licensed and Responsible Bill Posters and Distributors. WE ARE BUSY.

BROWN & WATSON
Pop. 10,800.
PERE, IND.

Loran, A. C. J. Smith,
Bill Poster and Distributor.

Laramie, Wyo.
 elast, W. H., Main Opera House and Bill Power and distributor (Hend., 1599.)

Belvidere, Ill.
Red, W. H., Bill Poster, 112 Walnut Pl.

Wilmingtom, North Carolina.
Population, 36,000.
Thom. F. Day & Co., Bill Poster and Distributors.

Huntsboro, Texas.
Philippe News, City Bill Poster and Distri-

Binghamton, N. Y.
P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

The W. D. Husted Advertising Co.
Bill Posters,
Distributors, Bulletin Sign Painting,
and
Out-door Advertising of every description.

MANSFIELD,
The leading town in the "Northern Tier," over 600 square feet of boards.
Office: 6 Main Street.

Herman Delker
Bill Poster - - Distributor,
JUNCTION CITY,
Box 402.

What is worth doing at all, is worth doing well.

JNO. H. JONES
Best facilities for distributing newspaper, also
large and powerful canvassers. We cover all kinds of advertising. We cover a great deal of territory.

Herbert Delker
Bill Poster - - Distributor,
JUNCTION CITY,
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Herbert Delker
Bill Poster - - Distributor,
JUNCTION CITY,
THE BILLBOARD

.look here!

THE ASA RICHARDS CASSIDY CO.

ADVANCED IDEAS IN ADVERTISING.

Hulbert Block, S. E. Cor. 6th and Vine Sts.,
CINCINNATI, O.

Pictorial and descriptive hints pertinent to any and everything
advertising.

A new and artistic line of eye catchers, from originals by Asa
Richards Cassidy, who alone hereafter to keep the advertising
world supplied with an abundance of novelty fresh
material at very moderate cost. Write for catalogue.

Wilmington,
Delaware.
Population. 75,000

Wilmington
Bill Posting,
Distributing
and
Advertising
Company,
Established in 1860.

J. H. BAKER, Proprietor, D. F. JACOBS.

Own all the prominent boards throughout the
city. Satisfaction guaranteed on all work.

Office, Grand Opera House,
Wilmington,
Delaware.
Population, 70,000

"Mr. Manager!"

"One Moment Please."

WE print pictorial advertising signs, society silk bannners, show cards,
 לבטל scenery and imitation litho paper.

OUR artists are expert and up-to-date.

WE do bill posting, distributing and
tackling.

WE own 20,000 feet of space, honesty,
energy, experience and World's Fair
diplomas.

OUR boards, stock, labor and prices are
OK.

WE have no alleys, back fences, "charlie boxes,"
boys or "bums."

WE want your address, acquaintance,
work and inspection, once got, always
retained, "It's your move."

C. M. Smith & Co.,
Brantford, Canada.

MIDDLETOWN Advertising Co.
THOMAS KAIN, Manager

88 South St., MIDDLETOWN, N. Y.,
Distributors and
General Advertisers.

Prompt Service Guaranteed.

Correspondence Solicited.

Middletown is the Railroand and Commercial Hub of Orange County. Population,
City 18,000; County 07,750. Members International Association of Distributors.

Nashville Distributing and Advertising Co.,
500 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members.

THEATRE TICKET PRINTERS.

RUBBER STAMPS.


I. E. F., Pop. 200,000.

TODD & CO., 115 Washington, Chicago.

THEATRE TICKET PRINTERS.

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THEATRE TICKET PRINTERS.

I. E. F., Pop. 200,000.

TODD & CO., 115 Washington, Chicago.
THIS IS AN AGE OF SPECIALTIES

We make a specialty of Posters—colored, lithographed posters. They are just the thing with which to advertise your specialty. We can prove that we can give you more profit-bearing advertising with posters for a certain stated amount of money, than you can obtain for a like amount in any other medium. We not only prove it, but we guarantee it. If you are dubious, write us.

THE DONALDSON LITHO. CO.,
CINCINNATI, OHIO.

To get the best results from posters, advertisers should use special posters, that is to say, they should have their posters made to order—have a special design made especially for their own use. But those who want to try them in a small way, just for a beginning, will find our stock or syndicated posters just the thing.

HERE ARE TWO NEW ONES.

THIS ONE

is designed for milling companies, who may wish to advertise experimentally any specialty in the way of a brand of flour, oatmeal, rolled oats, cracked wheat, cereal preparations or breakfast food. It enables them to test the value of this class of advertising on a simple form, thus, leaving only slight outlay. The poster is a good one. Nice fat healthy babies catch the mothers, and the mothers buy the groceries. The idea is all right, so is the size 40 inches wide and 45 inches high, handsomely lithographed in color. We sell them printed as desired all ready to post as follows:

25 for $1.35 | 100 for $7.50
50 for $2.80 | 200 for $11.00
75 for $4.00 | 300 for $16.00
100 for $5.00 | 500 for $25.00

THIS ONE

is designed to advertise cigars, whisky, ritters, spices, or will answer for a tooth powder. It has no sense a show bill, but on the contrary, is beautifully finished in color, and resembles a handsome show card. It is particularly attractive. There is something about it which commands the attention and holds it. It is attractive without being either suggestive or vulgar. No better poster was ever made for advertising articles of interest to men. We sell them all printed and ready to post at the following prices:

25 for $1.35 | 100 for $7.50
50 for $2.80 | 200 for $11.00
75 for $4.00 | 300 for $16.00
100 for $5.00 | 500 for $25.00

If your bill poster can not show you samples, send 9 cents in stamps for either. Send it to

The Donaldson Litho. Co.
CINCINNATI, OHIO.

BILL POSTERS AND AGENTS. Please note that we have issued new posters for Bicycle Dealers, Fairs, Running Races, Trotting Races and Boat Races; new posters for Bicycle Races, Spring Hats, Spring Shoes and Spring Clothing; new posters for Traction Parks, Excursions, Ice Cream Parlor and Gas Stoves. Samples free to agents and bill posters of recognized standing.
The Billboard

H. K. Apple, Indiana Sign Co.

Sign Work of All Kinds to Order.

Bill Posting a Specialty.

10,000 Feet of Private Space at your disposal. Will rent space any length of time. Give him a trial. County work taken on application.

Indiana, Pa.

Agents Wanted

Either ladies or gentlemen, to sell our new

H. K. Apple, MINTEAUX SOAP \& CHEMICAL Co., 346 East Third St. CINCINNATI, O.

Your Portrait.

We will send THE ADVERTISING WORLD (price 75c,) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for $1.25. Send photo, which will be returned. Half-tone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. THE ADVERTISING WORLD is an eight page, five column, monthly paper, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus, Ohio.

ALEXANDRIA, LOUISIANA. POPULATION 7,500.

BLADES, the Advertiser.

LICENSED CITY BILL POSTER AND DISTRIBUTOR.

SIGNED PAINTED ON WALLS AND FENCES.

Owns and controls all billboards in the city. Write me for particulars.

The Babbitt Entry and Record System.

INGENUOUS & SIMPLE & PRACTICAL

The Babbitt Ticket Account Book.

PRACTICAL & SIMPLE & INGENIOUS

Fair Managers

Send correspondence with the understanding, in return, we will send a sample book designed to order.

Madison, Wis.

C. L. Munkel, Manager.

INTEGRITY ADVERTISING AGENCY

2718 Garnet St., Philadelphia, Pa.

One reason why you should give us a trial. We have yet to receive our first complaint for work done by us in a careless, indifferent or dishonest manner.

When placing any advertising in Philadelphia, or within a radius of fifteen miles, we would be pleased to hear from you. We make a specialty of distributing circulars and samples, lacking and all kinds of outdoor advertising. Estimates Cheerfully Furnished.

REPLICA, Mo. Pop. 3,000.

The Greatest Country on Earth

Rigg Bros.

The only licensed Bill Posters in the city. Control all billboards and advertising agencies in the city. We guarantee work properly executed. Also signs tacked, barroom signs, and sign painters.
The Bill Posters' REAL Friend.

I am now placing posters for the George W. Childs Cigar in almost every state and territory, from the Atlantic Ocean to the Pacific.

The posters range in size from a quarter-sheet snipe to a 24-sheet stand; there are twelve different sizes and kinds, and I designed and printed all of it, and it all bears my imprint. I have spent $100,000 for these people, and I expect to spend three times that amount during the coming twelve months for them.

During the past year numerous bill posters had this paper on their boards without a break for the entire year.

I am now placing posters for the Admiral Cigarette Company throughout seven states; the posters were designed and lithographed by me, and bear my imprint; 200 bill posters consider this a good thing.

I am now posting and distributing in ten states for Saver Tonic; the posters were lithographed by me and bear my imprint; 200 bill posters consider this a good thing.

I am now placing posters for the Dunlop Detachable Tire, throughout the Union, as far west as Denver. The posters were lithographed by me and bear my imprint.

Hawes Hats, 3-sheets and 16-sheets, bearing my imprint, occupy the billboards in 400 cities and towns; some of this is placed and paid for by the local agent, some by me.

Gold Bond Cigar is a new advertiser; I am now placing their paper on the billboards in several states. The first idea this advertiser ever had of using the billboards he got from me nearly two years ago. His paper will be well handled, and he will be a big spender with the bill posters.

The above are among those which I am now placing with the bill posters.

The Advertisers' REAL Friend.

My facilities for placing YOUR bill posting are of a superior nature. I am known to every hill poster in the Union as the promptest pay in the business, and I get the best of treatment on this account.

They all know that I do not countenance any careless work—that the occasional man among them who proves dishonest with one of my clients, loses the future work of all my clients.

Come and see me. We can benefit each other.

Sam W. Hoke
Long Distance Bill Poster,
Telephone connection, 107 West 23rd St., NEW YORK.

There are a few bill posters who have not communicated with me, nor sent me their rates, capacity, etc. Those who have not are invited to do so.