



We have especially devoted attention to the fact that our readers had read for the first time the history of the horse-drawn carriage...

Our second important statement is that we have not only devoted attention to the fact that our readers had read for the first time the history of the horse-drawn carriage...

Editor "Billboard"

Dear Sir: I have been long since we read your issue of the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

Editor "The Billboard"

Dear Sir: I have been long since we read your issue of the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

Editor "The Billboard"

Dear Sir: I have been long since we read your issue of the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

Reading you kindly for the space enclosed on the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

Editor "The Billboard"

Dear Sir: I have been long since we read your issue of the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

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Editor "The Billboard"

Dear Sir: I have been long since we read your issue of the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

should have been, under any circumstances, and was glad to see a comprehensive and well written article on the horse-drawn carriage...

Editor "The Billboard"

Dear Sir: I have been long since we read your issue of the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

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Editor "The Billboard"

Dear Sir: I have been long since we read your issue of the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

many who are present in the hall would be glad to see a comprehensive and well written article on the horse-drawn carriage...

Editor "The Billboard"

Dear Sir: I have been long since we read your issue of the 10th inst. and was glad to see a comprehensive and well written article on the horse-drawn carriage...

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6 THE BILLBOARD.

ADVERTISING MANAGER OF THE BILLBOARD
 110 Broadway, New York, N. Y.

FOR THE BILLBOARD IN BUSINESS ADVERTISING TO THE BILLBOARD PUBLISHERS CO.

Subscription, One Year, Ten Dollars.

ADVERTISING RATES:

Advertisements will be published at the ordinary rate of one cent per square inch, per copy for advertisements made up as on before the twenty-fifth of the month. One insert one cent.

Advertisements to be inserted in London and other foreign cities, at the rate of one cent per square inch, per copy for advertisements made up as on before the twenty-fifth of the month. One insert one cent. For the advertisement in London, the rate of one cent per square inch, per copy for advertisements made up as on before the twenty-fifth of the month. One insert one cent. For the advertisement in London, the rate of one cent per square inch, per copy for advertisements made up as on before the twenty-fifth of the month. One insert one cent.

APRIL, 1915.

At the open association idea becomes better understood the opposition to it grows less and less. It rapidly generally conceded now by those who have given the matter careful thought, that it would lessen the evils of advertising very materially.

Unfortunately, however, there are some people who are misled by isolated facts, accepted without care, which give ground and are said to oppose any and all things which others propose. If it were not for a few of these people, supported by the over-thinking and over-analyzed theories that creep into all their organizations, the business position would be just what it is. It is possible that it may go through in spite of its opponents. If the thinking bill posters decide themselves it will, but this is not probable.

First, while the thinking men of the craft seldom accept themselves in connection, their influence makes itself felt. The Associated Bill Posters, for instance, though still far from being an "open" association, is not by any means the "closed" organization it was ten or twenty years ago. It has several branches in New York City, all pulling together in harmony. In fact, as far as the metropolitan area is concerned, the A. B. P. is an approved "open" organization.

Its provincial branches, too, are now granted special dispensations, and are able to pass them if their opposition to any thing goes beyond its point of service or hostility.

All of this, it is evident, great improvement upon the old order of things, and is directly due to the influence of the thoughtful members of the league—and the trustees of THE BILLBOARD.

Incidentally, we might observe, it is beginning to dawn on a great many bill posters that THE BILLBOARD is an institution which, in point of importance, strength and usefulness, is the peer of

the A. B. P. This was made manifest recently, when several prominent members of the A. B. P. undertook to "rescue" two good American legislators. The gentlemen were much surprised to learn that we had no quarrel with the organization, and still more so to receive our assurances of endorsement and support. We declared their overtures, but explained to them that our course was due to the fact that THE BILLBOARD deserved the right to criticize not only the actions of the officers of the association, but the actions of the association as a whole. Therefore, we declined to enter into any binding alliance that might hinder or hamper us in the discharge of our duty as we see it.

It is generally believed that the first duty of a paper acting as the official organ of the A. B. P. is to support the particular set of officers in power. Hence it will be seen that my paper writing in that capacity, while never antagonistic, must steadily denigrate into a vituperative, cynical, kick-spirit.

It may not propose means of improvement, it may not point out mistakes, it may not criticize our own past projects or criticize from members of the association. It must confine itself solely to education, explanation and service.

If it does, it comments on request and demands action.

It is not done, it is properly disregarded or ignored.

In other events, its lot is the same being a happy one. The A. B. P. has found the burden of supporting an official organ a heavy one, and it is small wonder, when the matter is carefully considered.

Obviously, the A. B. P. must either change its method of the duties and capacities of an official organ or quit kicking about the expense.

They might take a cue from the I. A. of D. The members of this association do not expect their official organ to lead to their officers. They recognize that an official organ need not be an officers' organ. THE BILLBOARD acts in every effort to build up and credit the I. A. of D. and to advance the interests of its individual members. It prints all calls and notices and comments with freedom and frankness on all association affairs. On all occasions it sets out the unvarnished truth, and in that respect, more than any other, besides the organization which it has the honor to represent.

That is the sort of an official organ the I. A. of D. wants—and has.

Whenever someone is cited that should be too much in advance of the day, may presume himself by looking at his article from an impartial point of view. Let him duly realize that that opinion is not his own, but that of the organization which he represents. He should not expect that his opinion is the opinion of the organization—a wall of horns, notwithstanding, with other such notes, the general press which works out social change, and he will appreciate that he may properly give full attention to his own organization, leaving it to provide what effect it may.

THE BILLBOARD.

OUR VOTING CONTEST.

Who is the Most Popular Bill Poster in America?—The Seasoned Candidate Gets a Trip to Ireland at the Expense of The Billboard.

The vote during the past month has been the least of the contest. Several surprising changes have occurred in the rank of the contestants, as will be seen by comparing their standing last month with the table given below.

It will be seen that a dark horse, or even several of them, may materialize even yet.

The votes are mostly slight ones. There are very few leaders revealed, which demonstrates that interest is general.

The successful candidate will have every reason to be proud of his election, for it will be, in fact, no less.

We have selected the famous Currier Line for the famous Three-Oceanic voyage from New York to Queensland, from Queensland to Dublin the journey will be by rail. Returning sea way. The trip will probably be a little over six weeks and will prove a most enjoyable experience.

NOW THEY STAND.

The votes recorded by the various contestants up to March 31 were as follows:

John Mack	100
Geo. M. Leonard	134
W. H. Patten	161
Geo. H. Wells	175
W. C. Bennett	182
F. E. Schaefer	184
J. Richard Corbett	185
W. W. Wainwright	185
Sam. P. O'Malley	185
R. C. Campbell	185
Chas. J. Kelly	185
Geo. Cantor	185
E. C. Chesapeake	185
Frank Fitzgerald	185
John A. Caldwell	185
Alfred White	185
J. H. Patten	185
W. R. Leonard	185
F. P. Ober	185
John D. Ross	185
Geo. J. Merrill	185
Samuel D. Ross	185
W. C. Thayer	185
A. Van Hook	185
W. C. Bennett	185
C. E. Hagar	185
Mr. Patten	185
J. G. Kelly	185
A. B. Baskin	185
C. E. Fitzhugh	185
Frank W. Jenkins	185

There will be only three more contests published after this month, viz., May, June and July. We would like to have all of our readers vote at least one vote each month. Pick out some friend and vote for him. Toss in your friendship. It will benefit you as well as your friend. THE BILLBOARD is going to send the most popular bill poster in America to attend the convention of British bill posters, which is held at Dublin, Ireland, next August. He will be an ambassador appointed by the craft at large.

HOW TO VOTE.

Write the name of your candidate (including city) on the coupon below, and send it to THE BILLBOARD Publishing Co., Cincinnati, O. Each coupon will be counted as one vote for the bill poster whose name it bears. All AP coupons must be received before April 15. This rule is imperative. It is necessary to prevent hoarding of coupons and voting late is a luxury at the last account.

APRIL COUPON Good for April 15 or it will not count.

The most popular Bill Poster in America is _____

and he should be our partner when the time comes to vote for the Bill Board. I will vote for _____

Name _____

Address _____

City _____

State _____

Country _____

Notice—The first polls close at noon Saturday, July 3.

Under our arrangement with the American News Company, THE BILLBOARD is prepared to be on hand at all railroads, factories, places to secure it will give money on, giving place and date.

GOOD, BETTER, BEST.

All advertising is good, but some kinds are better than others. This month has been made before, referring to witkinds, to be seen and even to advertising. It is usually true of advertising.

But on a matter how good an advertising medium, the individual advertiser may use that medium as to produce very satisfactory results; and while bill posting is among the best methods, there is the possibility of doing bill posting without paper returns.

Some time ago the great department store of Singel-Casper Co., of this city, obtained for a bill posting station in New York City, to cover the densely populated sections, using a 6-sheet poster. This was started as an experiment, and if it is relinquished the reason offered was probably that it didn't pay. And yet if the advertising manager of this establishment should put out such constructive advertising in the second-class, he would hold his position only long enough to enable the management to secure some one else.

Why a concern with the money and talent at their command that this form has should be contrasted with the very cheapest printing possible to secure, when it comes to these 6-sheet posters, passes all understanding, and the more so from the fact that in the past three L and M posters and 4-sheet stands have been very attractive, in a risk.

I can't see a much in the set question, and I do not believe in making an advertisement so beautiful that the ad will be lost in contemplating the work of the artist. But there is a happy medium that at least succeeds in attracting attention.

The advertising of the New York Journal on the billboards, and the consequent loss of interest in the profession, shows conclusively that attractive advertising pays. The use of the Journal is a good example. Each of these posters are in relation to some type of the most important. In the bill posters, the offers are limited to probably not more than two copies, thus raising the cost of such notice by the advertiser as much as 12 cents per sheet, besides saving four times as much as it is used by the average advertiser.

When the Journal began its posting it was among the papers with the greatest circulation. Its circulation is now limited only by the capacity of its press, and it is probably in excess of any other newspaper in the city. It has been held as a standard of bill posting.

And would it be fair to say that it is successful had it not the BILLBOARD as its ally? It is that it is contrary with other advertisers? I think not.

WHAT'S THIS?
Well, Well, Well!

Wheat & Co., Cleveland, wish to get
Chicago, and to get the wheat from
the Chicago market in 1914. Wheat &
the Chicago market in 1914. Wheat &
the Chicago market in 1914. Wheat &

SOLICITORS.

A correspondence, written in a personal
letter to the editor of this paper, contains
the following information:
The writer from the other end follows:
I have a letter about a week ago
received from the Chicago market in 1914.

CHANCES FOR GOOD MEN.

For some time on every occasion "The
Billboard" has been receiving
advertisements from the Chicago market
in 1914. The writer from the other end
follows:
I have a letter about a week ago
received from the Chicago market in 1914.

BROOKLYN.

The majority of the American Bill Printing
Company's bills in common circulation are
issued in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

BIRMINGHAM.

It will probably be many a year before
Birmingham will be a city of the future.
The law was made operative, and was
issued in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

DENVER.

At a meeting of the First and Fifth Street
Bank in Denver, the board of directors
of the bank, which was organized in 1914,
was held in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

OMAHA, NEB.

Mr. F. B. Jones, Secretary, and C. A.
Lynch, one of the Chicago market in 1914,
was held in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

BRIDGEPORT, CONN.

An investigation of the New Haven State
Bank in Bridgeport, Conn., has revealed
that the bank, which was organized in 1914,
was held in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.



JOHN T. WILLIAMS.

SAN FRANCISCO.

It was announced in San Francisco,
that the bill, which was organized in 1914,
was held in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

JOHN T. WILLIAMS.

After three months, we have finally
received the bill, which was organized in 1914,
was held in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

CHICAGO.

F. T. Hubert, of the Chicago market in 1914,
was held in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

The Finance House of this city, in their issue
of March, did not fail to mention a very
interesting advertisement "The
Billboard" and from for a number of
years, and have been in violation of the law,
and are not only in violation of the law, but are
also in violation of the law.

At the beginning of the war, John T.
Williams, through the law, and are
not only in violation of the law, but are
also in violation of the law.

Mr. Hubert, of the Chicago market in 1914,
was held in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

One year ago, the bill, which was organized in 1914,
was held in violation of the law, and are
not only in violation of the law, but are
also in violation of the law.

At the beginning of the war, John T.
Williams, through the law, and are
not only in violation of the law, but are
also in violation of the law.

Mr. Hubert, of the Chicago market in 1914,
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LIST OF 1898 FAIRS.

This list hereinafter prepared contains the dates and locations of the various fairs and exhibitions which are to be held in the United States during the year 1898. It is published for the purpose of giving to the public a general view of the character and extent of the various fairs and exhibitions which are to be held during the year.

Copyrighted by W. H. Wright.

ALABAMA.

ANNISTON—Shelby Lake Park, 18th and 19th Sts., Anniston, Ala., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

CALIFORNIA.

LOS ANGELES—Great Agricultural Association, Los Angeles, Cal., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

COLORADO.

COLORADO—Grand View State Fair Association, Grand View, Colo., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

CONNECTICUT.

WATERBURY—Waterbury State Fair Association, Waterbury, Conn., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

FLORIDA.

PETERSBURG—West Coast Fair Association, Petersburg, Fla., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

GEORGIA.

MAKON—Macon State Fair Association, Macon, Ga., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

IDAHO.

BOISE—Boise State Fair Association, Boise, Idaho, Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

ILLINOIS.

SPRINGFIELD—Springfield State Fair Association, Springfield, Ill., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

INDIANA.

INDIANAPOLIS—Indiana State Fair Association, Indianapolis, Ind., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

IOWA.

DES MOINES—Des Moines State Fair Association, Des Moines, Iowa, Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

KANSAS.

TOPEKA—Topeka State Fair Association, Topeka, Kan., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

KENTUCKY.

LEXINGTON—Lexington State Fair Association, Lexington, Ky., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

LOUISIANA.

MONROE—Monroe State Fair Association, Monroe, La., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

MAINE.

BANGOR—Bangor State Fair Association, Bangor, Me., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

MARYLAND.

BALTIMORE—Baltimore State Fair Association, Baltimore, Md., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

MASSACHUSETTS.

BOSTON—Boston State Fair Association, Boston, Mass., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

MICHIGAN.

LANSING—Lansing State Fair Association, Lansing, Mich., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

MINNESOTA.

MINNEAPOLIS—Minneapolis State Fair Association, Minneapolis, Minn., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

MISSISSIPPI.

JACKSON—Jackson State Fair Association, Jackson, Miss., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

MISSOURI.

ST. LOUIS—St. Louis State Fair Association, St. Louis, Mo., Jan. 25 to Feb. 10. J. H. McCall, Jr., Secy.

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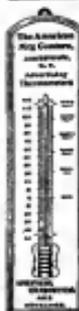
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ADVERTISING THERMOMETERS RULERS and WOOD NOVELTIES

AGENTS WANTED

Both local and traveling. We pay large commissions. Write to us for Catalogue with prices and particulars. SPRING TRADE is always good, and ever to be got after it.

The American Mfg. Concern
JAMESTOWN, N. Y.

WANTED. NAMES AND ADDRESSES OF SIGN PAINTERS.

To anyone wanting us a list of the names and addresses of Sign Painters in his or her respective cities, we will present a year's subscription to THE BILLBOARD. Address: THE BILLBOARD P. O. Co., Cincinnati.

Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD brush you can find anywhere.

PRICES.

3 inch, \$2.15 each.
5 inch, 2.75 each.
10 inch, 5.00 each.



This is our celebrated "UNEXCELLED" The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

3 inch, \$2.15 each.
5 inch, 2.75 each.
10 inch, 5.00 each.

SEND YOUR ORDERS TO
The Donaldson Litho. Co., Cincinnati.
SOLE WESTERN AGENTS FOR THE
CELEBRATED WIRE BOUND BRUSH.

B. C. Bonesteel, Paris, Ills. Sample and Advertising Matter Thoroughly Discussed.

THE LEADING SHOW PROPERTIES
CLITHOGRAPHICAL OR BLACK
IN THE UNITED STATES LAST

THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? AULT & WIBORG CO. CINCINNATI NEW YORK CHICAGO



It is about the latest and best of the "Typewriter" family. It is a "Typewriter" of the "Typewriter" family. It is a "Typewriter" of the "Typewriter" family.

JUST SUPPOSE

That there was a machine that would make you from three to five dollars a day... would you buy it?

AS A MATTER OF FACT

There is such a machine. It makes more posts from less flour than you can well imagine. It makes better posts cheaper than you think.

Take a Minute and a Postal—write or send we will tell you all about it.

J. H. DAY & CO. 244 E. BARRISON AVE. CINCINNATI, O.

PORTLAND'S POPULATION .. IS NOW ... 100,000 POST PORTLAND.

When you post Portland you virtually post the whole State of Oregon, for Portland is the Metropolitan and Commercial Center of the State.

No City in America has better boards in better locations than has Portland.

It pays to post Portland. Try it and be convinced. Send 25¢ Postage, please address.

JOHN T. WILLIAMS,
PORTLAND, - - OREGON.

GET...OUR SPECIAL POSTERS TO ADVERTISE YOUR BUSINESS.

The Most Successful Business Houses Are Using Them!

THE CHEAPEST AND BEST METHOD

To attract the Public. Five to fifteen large posters or signs judiciously posted in your vicinity will make a doubtless striking advertisement at a minimum cost. Try it, or send us \$2.00 and reading matter, and we will send you a poster made (size 8 feet 4 inches by 27 1/2 inches) including a large lithographic poster design pertaining to your business. We use the *Detachable* method in connection with our standards—appropriate to every location.

D. C. Humphrys & Co.
1227-MARKET STREET-1227
Philadelphia, Penn.

FLAGS, BANNERS, DECORATIONS,
SIGNS and SHOW CARDS for every purpose.
A POPULAR PRICES A PROMPT SERVICE A WRITE US



PAINTER'S BRUSH CABINET

For Cleaning and Keeping Brushes Clean and Elastic.

PAINTER, BOUNT

Get your dealer for the Painter's Brush Cabinet. It will get them to have you use it. The Painter's Brush Cabinet is a new and improved cabinet for cleaning and keeping brushes clean and elastic. It is made of wood and has a glass door. It is the best cabinet for cleaning and keeping brushes clean and elastic. It is the best cabinet for cleaning and keeping brushes clean and elastic.

J. H. FRANCIS,
NETTLETON, MISS.

Please mention *Billboard* when you write

LOS ANGELES, CAL. Population, 185,716, 50,000

Los Angeles now has a million population of over seven, and during the winter at least 20,000 tourists are there visiting homes. We take it all to consider, and in winter from there to New York in answer. Send address of the billboards, advertising company.

WILSHIRE POSTING CO.

438 Broadway, LOS ANGELES, CAL.

A MAN

must be a man, and a good man, too, in order to join **The International Association of Distributors**. He must have good standing in his town. He must be capable, experienced and honest; and, lastly, he must be able to prove that he is all three.

I will be glad to hear from distributors who can meet the high standard. There are a number of towns open. Perhaps your town may be among them. Write for our list of members and see. Address,

W. H. STEINBRENNER,

Secretary-Treasurer,

519 Main Street, Cincinnati, Ohio.

NOTE.—The Third Annual Convention of the International Association of Distributors, will be held at the Leland House, Chicago, July 19 to 22. Distributors, Advertisers and Advertising Agents are cordially invited to attend.

Bill Posters = Distributors

WAGON OR CART

Bill Posters' Push Cart.

Bill Posters' Pony Cart.

Bill Posters' Wagons.

Bill Posters' Push Cart.

Bill Posters' Pony Cart.

Bill Posters' Wagons.

Louisville, Ky.

S. W. COR. THIRD AND JEFFERSON STS.

E. T. Heverin & Bro. City Bill Posting Co.

(INCORPORATED.)

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

We have also added Sign Station to our plant.
Contractors for the State of Kentucky and the South.
Members of the Associated Bill Posters' Association

Bradford, Ontario, Can. Pop. 17,000 | O. M. SMITH & CO.
County, 52,000 | Members L. S. P. A. and I. A. of D.



We Want Distributors.

Send for our proposition to furnish you a specially designed letter, hand, half tone cuts or any kind of engraved work. No expenditure of cash. Any distributor can earn good pay in this way. Send for the proposition and judge for yourself. Portraits a specialty.

The Advertising World, Columbus, O.

B. L. McClintock CITY BILL POSTERS AND DISTRIBUTORS MI. Carmel, Ill.

BILL POSTING REASONS

REASON No. 1 why you should employ our service. Because we live in a city of 25,000 population, and our guarantee results.

REASON No. 2 why our service being needed. Because we employ only able, honest men, and take our contracts to the letter.

Wilmington Bill Posting Co.

1012A, GRAND AVENUE W.D.C.

WILMINGTON, DEL.

A DISCOUNT TO BE OBLIGED BY
WHEN ORDERED BY
THE 2,000,000

Letter Heads
PRINTED AND PUBLISHED
BY THE
WILMINGTON BILL POSTING CO.
1012A GRAND AVENUE
WASHINGTON, D. C.

An Study of Printing and Engraving.

Looks like a Special.....

OUR SPECIAL LETTERS
.....FOR STOCK STANDS

HERE IS A SAMPLE STAND:



1-Sheet Letter. 24-Sheet Stand, (without border)

We have this letter in stock in the following sizes

2-sheet Upright, 26 inches wide by 44 inches high, red. (3 sheets high).			
1-sheet Upright, 26	"	42	" red.
1-sheet Flat, 21	"	28	" red and blue.
1-sheet Upright, 16 1/2	"	14	" red and blue.

Our Green Tint Border makes a beautiful contrast with the Red and Blue Letters.

From this series, we can make any size stand desired. Each size may be used separately or in combination. The less reading the stronger the stand. They undoubtedly make the strongest and hardest stand obtainable from stock letters. PRICES:

1 stand, - - 75c.	10 stands, - 2 1/2c. per sheet.
5 stands, - - 3c. per sheet.	25 stands, - 2c. per sheet.

We keep in stock Red, Blue, Green and Black Blank, at 2 cents per sheet.

L. A. D., L. A. P. and A. B. P. Letter Heads, with cuts, at lowest prices.

HENNEGAN & CO.

Poster Printers,

719-721 Sycamore Street,

CINCINNATI, O.



THE DONALDSON LITHO. CO.

AMERICA'S FOREMOST POSTER HOUSE.

CINCINNATI, OHIO.

FAIR POSTERS.

We have a larger variety of stock or syndicated posters for fairs than any other printing house in existence, and our designs possess far more than average merit. First of all, they are forceful, afterwards artistic. They are made with a view of yielding advertising to the user. They do not merely catch the eye. They go further. They create desire to attend the fair. They are superior to all others, and they cost no more than cheap stuff. We will send samples free to fair managers.

Continuous Publicity on the Billboards.



they know me, and they consider an order from me as equivalent to the money in hand; that's one reason why I get their best service; another reason is that they get business from me at frequent intervals, sometimes three or four orders a month.

These are among my arguments why you should place your bill posting through my agency.

Bill posting is not a spasmodic advertising medium, as some advertisers think.

On the contrary, the most successful users of the billboard are those who make contracts for six or twelve months, and who supply the bill posters with sufficient paper to renew at frequent intervals.

While thirty-day bill posting is good, the continuous, lasting display is what knocks *off* the competitors.

Many of my best pleased clients are those who have made yearly contracts from the beginning. But whether you want to post for a year, or for thirty days, or for only one week, you can get expert and conscientious service by placing your entire order with me; and you can save yourself all vexation and worry.

I place bill posting with the best bill posters everywhere, at their regular lowest rates, and I guarantee the service.

Should any portion of it prove unsatisfactory, you are not charged for that portion.

My dealings with the bill posters have extended over a number of years;

Sam W. Hoke
Long-Distance Bill Poster,
107 West 25th Street, New York,
Telephone.