

# BILLBOARD ADVERTISING

A  
Magazine  
for  
Business Men  
who  
think.



GEORGE H. EDWARDS,  
President Chicago Bill Posters Association and  
The National National Bill Posters Association.



# BILLBOARD ADVERTISING

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

VOL. III, No. 10.

CINCINNATI, AUGUST 1, 1895.

PRICE IN ADVANCE  
PER YEAR, \$1.00.

### Distributors' Chat.

Not long since the Columbia Chemical Co., Manufacturing Chemist, at 404 Fourteenth Street N. W., Washington, D. C., had someone to cover Cincinnati with their strong matter. They employed the American District Telegraph Co. to do the work, as the employees of the concern are largely women, many being mere boys, ranging in age from fourteen to sixteen years. The quality of service rendered, as is better imagined than described.

In the interest of circular distributors, Mr. W. B. Steinhilber of 317 West St. Cincinnati, O., wrote the Columbia Chemical Co., describing the service rendered, and demonstrating the merit of retaining work of this nature to boys or men over employing boys. As was natural the Washington people, promptly investigated, and the investigation disclosed a condition of affairs, which resulted in their quickly registering a thorough and vigorous protest with the American District Telegraph Co., in which the name of Mr. Steinhilber was disclosed.

One of the employees of the American District Telegraph Co., called on Mr. Steinhilber, in company with two special policemen and requested to "hold" a retrospective from him, but feeling that they could not secure it, they endeavored to secure him of the following boys, and gathering the address himself.

This change which was so silly as it was gross, Mr. Steinhilber was able to absolutely refuse, as will be seen from the enclosed letter which he received recently.

Office of COLUMBIA CHEMICAL CO.,  
104 FOURTEENTH STREET, N. W.,  
WASHINGTON, D. C. June 19, 1895.

MR. W. B. STEINHILBER,  
317 West Street, Cincinnati, O.

Dear Sir:  
We have your letter of the 17th inst. and have read the same very carefully. We note your statement that the Telegraph Co. is trying to "bustle" you. So far as we are concerned we are perfectly familiar with the facts, as they appear regarding the distribution of our circulars in Cincinnati. Your statements were amply answered by those of others and we know they did not refer to work for us in your city.

When the lines come for us to distribute further matter in Cincinnati, we would be glad to communicate with you looking to obtaining your services. We remain nevertheless in receipt of three of your communications and believe us.

Sincerely yours,  
COLUMBIA CHEMICAL CO.,  
W. F. STEINHILBER, MGR.

We further mention as the above is necessary, Mr. Steinhilber has fully substantiated his charges and proved that he was absolutely right.

We cannot refrain from reiterating our statements made in former issues of this paper in regard to the employment of boys. As it will know we have taken a pronounced stand in regard to this evil, the owner can avail himself in the future of this paper, and anyone else who cannot produce reference that will fully satisfy us that his integrity and honesty will fully warrant us in employing him and recommending his services to advertisers.

We are now going to assume a position, and will do even more pronounced, beginning with our September issue, we

mean that it is not uniformly recognized, as business advertisers have unconcerned each given subject, dishonesty, and incompetency. The papers that have heretofore endeavored to cover this field have for the most part been more anxious to further private interests, partly personal organs and as such have accomplished no good, but on the contrary have in various instances heightened the evil conditions existing.

We have solicited and published of volunteers from employ and everybody, looking out against indications

you need not subscribe, if you do not care to, but we do want you to bring to our notice every instance of an advertiser's credence being abused, that comes under your notice. You do this, and we will do the rest.

F. A. Fitzgerald, 201 and one Third St., Milwaukee, Wis., distributes window work, circulars, samples, and looks up cards and signs in the city, suburbs, and country.

J. A. Clough, who conducts the Model Distributing Agency of Chicago, Ill., writes us as follows:

Chicago, Ill., June 29th, 1895.  
BILLBOARD ADVERTISING.  
I want to say that I am well pleased with my copy of your valuable paper. It has yielded more large orders than all the rest of the bill poster papers that I have been advertising in. Various causes as well as a neatly arranged and satisfactory type.

I will send you another advertisement just as soon as I can get a certain one made. I like the stand you hold in regard to boys. Chicago editors greatly in this respect, but I am not yet ready to say you are greatly pleased with Mr. Curran's article. In my opinion he is right on every point.

Respectfully yours,  
F. A. Clough,  
327 North Ave., Chicago, Ill.

"Various complaints have reached us during the past month relative to the Ford Manufacturing Co. and Edly & Kennedy both of Chicago, both of these concerns ordering bill distributors, the former requesting five cents and the latter four cents for a copy. Some of our subscribers characterized them as "dead bees," others as "chaps," and others as "rotting." We are sending you the matter of further length for the present as we merely observe that it would be well for distributors to inquire of such subscribers. They may really want distributors and then give them more. They might possibly do what is best. There is however no advertising in the matter that is worth. They are themselves the Ford Manufacturing Company and are also located in Chicago. C. H. Brown, 315 Milwaukee, is advertising "how to get a million dollars in distributors, for no cost."

From the photos we learn that the following have large orders of distributing matter to them, viz:

- Wm. B. Eiland Co., 41 Fifth Avenue, N. Y.
- Guilford N.Y.C. Co., Indianapolis, Ind.
- McIntyre N.Y.C. Co., Hartford, Conn.
- Dr. C. J. Theobald, San Francisco, Cal.
- Chicago, Ill.
- F. Brown, 315 Madison, New York City.
- Chas. W. Keeney, 200 Broadway, New York City.
- Wm. H. Winters, 15 Paul St., Boston, N. Y.
- W. H. B. Brown, 15 Paul St., Boston, N. Y.
- Chas. E. Nugent, 15 Broadway, New York City.
- Wm. Thayer & Co., Cincinnati, Ohio.
- Tom Campbell Co., 43 Wall Street, N. Y.

The Southern Order which is now in process of being organized will be a capital one for all advertisers. Distributors everywhere will do well to have their names forwarded under the heading of this order.

Wm. J. Rogers of Milan, Ill., has sent us a copy of his paper and we are very glad and able which covers not only all our duties but also our interests. We are very glad to see that they are. We intend to open to that end of his soon.



L. N. SCOTT.

are going to exclude advertisements of all firms who employ boys, no matter who they are. The only exception we make is when they are weak in credit, such as being constantly and continually under the supervision of our experienced men.

Distributing is a good business. As an advertising medium, it is second to no other, only to bill boards and is one of our most valuable mediums especially where long and careful agencies or descriptions is necessary, it has an superior character. The only

to advertisers, and extending misleading promises to clients with the confidence of both, has been severely rebuked and sometimes altogether destroyed.

As we need better, we have attempted to remedy this state of affairs, and we mean to do it. We are going to expose the frauds, weed out the incompetents, and elevate the business of circular distributing to the rank of an entirely legitimate occupation. We will expose all knowable, all real distributors to aid us in the attempt. You need not advertise,







## The Rochester Bill Posting Co.,

ED. A. STANLETT, Manager

Bill Posters, Distributors and General Advertisers.

No. 44 and 46 Hill Street, ROCHESTER, N. Y.

## THE ERIE BILL POSTING CO.

ED. A. STANLETT, Manager

Bill Posters, Distributors and General Advertisers,

No. 22 North Park Ave., ERIE, PA.

## KENTUCKY (SEE MORE)

Interest in the American-Overland Bill Posters and the Kentucky general will mean a great showing by next season. Messrs. Rowan, Pritchard and Rowan deny previous service in the above lines.

The Kentucky State Association of Bill Posters which has been organized and organized by Messrs. Rowan, Pritchard and Rowan, will mean a great showing by next season. Messrs. Rowan, Pritchard and Rowan deny previous service in the above lines.

The following names are members of the organization.

Amery & Co., Phila.  
Pittsford & Co., Lexington.  
C. E. Gillet & Co., Torrington.  
J. W. Keller, Concord, N. H.  
E. E. Tisdale, Manchester.  
J. Lewis Nichols, Danville.  
H. T. Rowland & Sons, Louisville.  
H. E. Campbell, Birmingham.  
G. F. Pritchard, Concord, N. H.  
T. M. Foster, Pittsford.  
F. C. Clark, Mt. Sterling.  
W. M. Rowland, Charlottesville.  
H. E. Rowland, Danville.  
W. F. Rowland, Richmond.  
W. E. Rowland, Ashland.  
H. E. Rowland, Danville.  
Y. S. Rowland, Shelbyville.



H. E. DONNELLY.

Of the advertising business five of our partners, John Donnelly & Sons, is a remarkably talented young man, one who has the respect and admiration of all who have the good fortune to meet him. It is due to a great degree, to his skill and energy that we have been able to secure such a wide and varied circulation. His industry is one of the new school of bill posters, which intelligently placing the business to the most profit of their living interests.

The assistance he is so generously to us by his industry and his services as a member of the Executive Committee for the coming year.

## Championship Medal.

BILLBOARD ADVERTISING offers a valuable gold medal to the bill poster who has the fewest bills posted in the quickest time. The contest is open to bill posters and any type of bill posters throughout the United States and Canada. The medal will be awarded December 31st next and the result of the competition will be published in the Christmas number. The conditions are as follows: The medal must be hung by one man from single sheets in the presence of three reputable witnesses, one of whom is not the contestant in an endeavor to be his employer. Time must be kept by a duly authorized time-keeper, and will commence with the first dip of the brush and end when the last sheet has been nailed in. There are no other conditions, an entrance fee and no qualifications other than stated herein, but reports must be filed and accepted. Time, place and conditions must be fully and accurately signed. The work when finished must have been well done, and the affidavit of the time-keeper must accompany the account of the contestant.

The medal will be awarded to the contestant who has the fewest bills posted in the quickest time, and the result of the competition will be published in the Christmas number. The conditions are as follows: The medal must be hung by one man from single sheets in the presence of three reputable witnesses, one of whom is not the contestant in an endeavor to be his employer. Time must be kept by a duly authorized time-keeper, and will commence with the first dip of the brush and end when the last sheet has been nailed in. There are no other conditions, an entrance fee and no qualifications other than stated herein, but reports must be filed and accepted. Time, place and conditions must be fully and accurately signed. The work when finished must have been well done, and the affidavit of the time-keeper must accompany the account of the contestant.

## The Commercial Class (See above)

The ability to keep bills advertising in circulation is the important factor in the bill poster's success. This is why the bill poster's job is so important. The bill poster's job is so important that it is the only one of its kind in the world. The bill poster's job is so important that it is the only one of its kind in the world.



## LATE THE ASSOCIATION MEETING.

MR. KILMER & CO., Standard Stationers, 270 N. Y. ST., THE UNION SQUARE, N. Y.

Dear Sir:

We are glad to hear that you are interested in the bill poster's work. We are glad to hear that you are interested in the bill poster's work.

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CHICAGO, ILL., APR. 20, 1911.  
At the meeting of the Illinois Bill Posters' Association which was held at Chicago on the 20th, 21st and 22nd of April, 1911, the following resolutions were adopted: That the bill poster's work is so important that it is the only one of its kind in the world.

A POSTER FOR HIM.  
Just think how glad Bill Posters' Association would be to see you in the ranks of our bill posters, they would not only be glad to see you, but they would also be glad to see you in the ranks of our bill posters.

THE INTEREST OF THE A. B. S. A.  
The interest of the A. B. S. A. in the bill poster's work is so important that it is the only one of its kind in the world. The interest of the A. B. S. A. in the bill poster's work is so important that it is the only one of its kind in the world.

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WE STICK UP FOR ALL!  
SEE IT!  
SAN DIEGO  
Bill Posting Co.  
SAN DIEGO, CALIFORNIA.  
FRED J. STUTZ, Agt.

Albany City Bill Posting Co.  
J. Ballard Carroll, Manager.  
35 Beaver Street, ALBANY, N. Y.









# LIST OF FAIRS

+ 1895. +  
REVISED AND CORRECTED.

Copyright, 1895, by Ed. Clark Rowland.

This department will endeavor to make a regular issue of new notices, and will be broadcast in steps as to local exhibitions, Free Trade Shows, Celebrations, Fairs, Bazaar Shows, Flower Shows, Stock Shows, Pomology Shows, and all national and international exhibitions. Management may disposition of 1895 notices on their own terms, official notices and notices of the editor under no circumstances the exhibitors make plans, published free of charge in comparison the cost for both sides will be made known on application.

## ALABAMA.

Montgomery, 1895, Alabama Fair Building, No. 6  
First street.

## ARKANSAS.

Little Rock, 1895, Little Rock Association, No. 2  
St. Charles street, Little Rock, Ark.  
Little Rock, 1895, Little Rock Association, No. 2  
St. Charles street, Little Rock, Ark.  
Arkadelphia, 1895, Arkansas Agricultural Society,  
Arkadelphia, Ark.  
Fayetteville, 1895, F. H. High, post, W. H. Berry  
1895.

## CALIFORNIA.

San Francisco, 1895, Agricultural Society, No. 2  
Market street, San Francisco, Cal.  
San Francisco, 1895, Agricultural Society, No. 2  
Market street, San Francisco, Cal.  
San Francisco, 1895, Agricultural Society, No. 2  
Market street, San Francisco, Cal.  
San Francisco, 1895, Agricultural Society, No. 2  
Market street, San Francisco, Cal.

## COLORADO.

Denver, 1895, Colorado Agricultural Society, 101  
East Colfax street, Denver, Colo.

## CONNECTICUT.

Hartford, 1895, Hartford Agricultural Society, 101  
Broad street, Hartford, Conn.  
Hartford, 1895, Hartford Agricultural Society, 101  
Broad street, Hartford, Conn.  
Hartford, 1895, Hartford Agricultural Society, 101  
Broad street, Hartford, Conn.

## DELAWARE.

Dover, 1895, Delaware Agricultural Society, 101  
Broad street, Dover, Del.  
Dover, 1895, Delaware Agricultural Society, 101  
Broad street, Dover, Del.  
Dover, 1895, Delaware Agricultural Society, 101  
Broad street, Dover, Del.

## FLORIDA.

Orlando, 1895, Florida Agricultural Society, 101  
Broad street, Orlando, Fla.  
Orlando, 1895, Florida Agricultural Society, 101  
Broad street, Orlando, Fla.  
Orlando, 1895, Florida Agricultural Society, 101  
Broad street, Orlando, Fla.

## GEORGIA.

Atlanta, 1895, Georgia Agricultural Society, 101  
Broad street, Atlanta, Ga.  
Atlanta, 1895, Georgia Agricultural Society, 101  
Broad street, Atlanta, Ga.  
Atlanta, 1895, Georgia Agricultural Society, 101  
Broad street, Atlanta, Ga.

## IDAHO.

Boise City, 1895, Idaho Agricultural Society, 101  
Broad street, Boise, Idaho.

## ILLINOIS.

Chicago, 1895, Illinois Agricultural Society, 101  
Broad street, Chicago, Ill.  
Chicago, 1895, Illinois Agricultural Society, 101  
Broad street, Chicago, Ill.  
Chicago, 1895, Illinois Agricultural Society, 101  
Broad street, Chicago, Ill.

## INDIANA.

Indianapolis, 1895, Indiana Agricultural Society, 101  
Broad street, Indianapolis, Ind.  
Indianapolis, 1895, Indiana Agricultural Society, 101  
Broad street, Indianapolis, Ind.  
Indianapolis, 1895, Indiana Agricultural Society, 101  
Broad street, Indianapolis, Ind.

## IOWA.

Des Moines, 1895, Iowa Agricultural Society, 101  
Broad street, Des Moines, Iowa.  
Des Moines, 1895, Iowa Agricultural Society, 101  
Broad street, Des Moines, Iowa.  
Des Moines, 1895, Iowa Agricultural Society, 101  
Broad street, Des Moines, Iowa.

## KANSAS.

Topeka, 1895, Kansas Agricultural Society, 101  
Broad street, Topeka, Kan.  
Topeka, 1895, Kansas Agricultural Society, 101  
Broad street, Topeka, Kan.  
Topeka, 1895, Kansas Agricultural Society, 101  
Broad street, Topeka, Kan.

## KENTUCKY.

Louisville, 1895, Kentucky Agricultural Society, 101  
Broad street, Louisville, Ky.  
Louisville, 1895, Kentucky Agricultural Society, 101  
Broad street, Louisville, Ky.  
Louisville, 1895, Kentucky Agricultural Society, 101  
Broad street, Louisville, Ky.

## LOUISIANA.

New Orleans, 1895, Louisiana Agricultural Society, 101  
Broad street, New Orleans, La.  
New Orleans, 1895, Louisiana Agricultural Society, 101  
Broad street, New Orleans, La.  
New Orleans, 1895, Louisiana Agricultural Society, 101  
Broad street, New Orleans, La.

## MAINE.

Bangor, 1895, Maine Agricultural Society, 101  
Broad street, Bangor, Me.  
Bangor, 1895, Maine Agricultural Society, 101  
Broad street, Bangor, Me.  
Bangor, 1895, Maine Agricultural Society, 101  
Broad street, Bangor, Me.

## MARYLAND.

Baltimore, 1895, Maryland Agricultural Society, 101  
Broad street, Baltimore, Md.  
Baltimore, 1895, Maryland Agricultural Society, 101  
Broad street, Baltimore, Md.  
Baltimore, 1895, Maryland Agricultural Society, 101  
Broad street, Baltimore, Md.

Massachusetts, 1895, Massachusetts Agricultural Society, 101  
Broad street, Boston, Mass.  
Massachusetts, 1895, Massachusetts Agricultural Society, 101  
Broad street, Boston, Mass.  
Massachusetts, 1895, Massachusetts Agricultural Society, 101  
Broad street, Boston, Mass.

Michigan, 1895, Michigan Agricultural Society, 101  
Broad street, Lansing, Mich.  
Michigan, 1895, Michigan Agricultural Society, 101  
Broad street, Lansing, Mich.  
Michigan, 1895, Michigan Agricultural Society, 101  
Broad street, Lansing, Mich.

Minnesota, 1895, Minnesota Agricultural Society, 101  
Broad street, St. Paul, Minn.  
Minnesota, 1895, Minnesota Agricultural Society, 101  
Broad street, St. Paul, Minn.  
Minnesota, 1895, Minnesota Agricultural Society, 101  
Broad street, St. Paul, Minn.

Mississippi, 1895, Mississippi Agricultural Society, 101  
Broad street, Jackson, Miss.  
Mississippi, 1895, Mississippi Agricultural Society, 101  
Broad street, Jackson, Miss.  
Mississippi, 1895, Mississippi Agricultural Society, 101  
Broad street, Jackson, Miss.

Missouri, 1895, Missouri Agricultural Society, 101  
Broad street, St. Louis, Mo.  
Missouri, 1895, Missouri Agricultural Society, 101  
Broad street, St. Louis, Mo.  
Missouri, 1895, Missouri Agricultural Society, 101  
Broad street, St. Louis, Mo.

Montana, 1895, Montana Agricultural Society, 101  
Broad street, Helena, Mont.  
Montana, 1895, Montana Agricultural Society, 101  
Broad street, Helena, Mont.  
Montana, 1895, Montana Agricultural Society, 101  
Broad street, Helena, Mont.

Nebraska, 1895, Nebraska Agricultural Society, 101  
Broad street, Omaha, Neb.  
Nebraska, 1895, Nebraska Agricultural Society, 101  
Broad street, Omaha, Neb.  
Nebraska, 1895, Nebraska Agricultural Society, 101  
Broad street, Omaha, Neb.

Nevada, 1895, Nevada Agricultural Society, 101  
Broad street, Reno, Nev.  
Nevada, 1895, Nevada Agricultural Society, 101  
Broad street, Reno, Nev.  
Nevada, 1895, Nevada Agricultural Society, 101  
Broad street, Reno, Nev.

New Hampshire, 1895, New Hampshire Agricultural Society, 101  
Broad street, Concord, N.H.  
New Hampshire, 1895, New Hampshire Agricultural Society, 101  
Broad street, Concord, N.H.  
New Hampshire, 1895, New Hampshire Agricultural Society, 101  
Broad street, Concord, N.H.

New Jersey, 1895, New Jersey Agricultural Society, 101  
Broad street, Trenton, N.J.  
New Jersey, 1895, New Jersey Agricultural Society, 101  
Broad street, Trenton, N.J.  
New Jersey, 1895, New Jersey Agricultural Society, 101  
Broad street, Trenton, N.J.

New Mexico, 1895, New Mexico Agricultural Society, 101  
Broad street, Santa Fe, N.M.  
New Mexico, 1895, New Mexico Agricultural Society, 101  
Broad street, Santa Fe, N.M.  
New Mexico, 1895, New Mexico Agricultural Society, 101  
Broad street, Santa Fe, N.M.

Ohio, 1895, Ohio Agricultural Society, 101  
Broad street, Columbus, Ohio.  
Ohio, 1895, Ohio Agricultural Society, 101  
Broad street, Columbus, Ohio.  
Ohio, 1895, Ohio Agricultural Society, 101  
Broad street, Columbus, Ohio.

Oklahoma, 1895, Oklahoma Agricultural Society, 101  
Broad street, Oklahoma City, Okla.  
Oklahoma, 1895, Oklahoma Agricultural Society, 101  
Broad street, Oklahoma City, Okla.  
Oklahoma, 1895, Oklahoma Agricultural Society, 101  
Broad street, Oklahoma City, Okla.

Oregon, 1895, Oregon Agricultural Society, 101  
Broad street, Salem, Ore.  
Oregon, 1895, Oregon Agricultural Society, 101  
Broad street, Salem, Ore.  
Oregon, 1895, Oregon Agricultural Society, 101  
Broad street, Salem, Ore.

Pennsylvania, 1895, Pennsylvania Agricultural Society, 101  
Broad street, Philadelphia, Pa.  
Pennsylvania, 1895, Pennsylvania Agricultural Society, 101  
Broad street, Philadelphia, Pa.  
Pennsylvania, 1895, Pennsylvania Agricultural Society, 101  
Broad street, Philadelphia, Pa.

Rhode Island, 1895, Rhode Island Agricultural Society, 101  
Broad street, Providence, R.I.  
Rhode Island, 1895, Rhode Island Agricultural Society, 101  
Broad street, Providence, R.I.  
Rhode Island, 1895, Rhode Island Agricultural Society, 101  
Broad street, Providence, R.I.

South Carolina, 1895, South Carolina Agricultural Society, 101  
Broad street, Columbia, S.C.  
South Carolina, 1895, South Carolina Agricultural Society, 101  
Broad street, Columbia, S.C.  
South Carolina, 1895, South Carolina Agricultural Society, 101  
Broad street, Columbia, S.C.

South Dakota, 1895, South Dakota Agricultural Society, 101  
Broad street, Pierre, S.D.  
South Dakota, 1895, South Dakota Agricultural Society, 101  
Broad street, Pierre, S.D.  
South Dakota, 1895, South Dakota Agricultural Society, 101  
Broad street, Pierre, S.D.

Tennessee, 1895, Tennessee Agricultural Society, 101  
Broad street, Nashville, Tenn.  
Tennessee, 1895, Tennessee Agricultural Society, 101  
Broad street, Nashville, Tenn.  
Tennessee, 1895, Tennessee Agricultural Society, 101  
Broad street, Nashville, Tenn.

Texas, 1895, Texas Agricultural Society, 101  
Broad street, Austin, Tex.  
Texas, 1895, Texas Agricultural Society, 101  
Broad street, Austin, Tex.  
Texas, 1895, Texas Agricultural Society, 101  
Broad street, Austin, Tex.

Vermont, 1895, Vermont Agricultural Society, 101  
Broad street, Montpelier, Vt.  
Vermont, 1895, Vermont Agricultural Society, 101  
Broad street, Montpelier, Vt.  
Vermont, 1895, Vermont Agricultural Society, 101  
Broad street, Montpelier, Vt.

Virginia, 1895, Virginia Agricultural Society, 101  
Broad street, Richmond, Va.  
Virginia, 1895, Virginia Agricultural Society, 101  
Broad street, Richmond, Va.  
Virginia, 1895, Virginia Agricultural Society, 101  
Broad street, Richmond, Va.

Washington, 1895, Washington Agricultural Society, 101  
Broad street, Olympia, Wash.  
Washington, 1895, Washington Agricultural Society, 101  
Broad street, Olympia, Wash.  
Washington, 1895, Washington Agricultural Society, 101  
Broad street, Olympia, Wash.

West Virginia, 1895, West Virginia Agricultural Society, 101  
Broad street, Charleston, W. Va.  
West Virginia, 1895, West Virginia Agricultural Society, 101  
Broad street, Charleston, W. Va.  
West Virginia, 1895, West Virginia Agricultural Society, 101  
Broad street, Charleston, W. Va.

Wisconsin, 1895, Wisconsin Agricultural Society, 101  
Broad street, Madison, Wis.  
Wisconsin, 1895, Wisconsin Agricultural Society, 101  
Broad street, Madison, Wis.  
Wisconsin, 1895, Wisconsin Agricultural Society, 101  
Broad street, Madison, Wis.

Wyoming, 1895, Wyoming Agricultural Society, 101  
Broad street, Cheyenne, Wyo.  
Wyoming, 1895, Wyoming Agricultural Society, 101  
Broad street, Cheyenne, Wyo.  
Wyoming, 1895, Wyoming Agricultural Society, 101  
Broad street, Cheyenne, Wyo.



BILLBOARD ADVERTISING in the Official Organ of the MICHIGAN Bill Posters' Association.

Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.

MAINE

Andover, Andover Agricultural Society, 100 N. 1st St., Andover, Me.
Bangor, Bangor Agricultural Society, 100 N. 1st St., Bangor, Me.
Brunswick, Brunswick Agricultural Society, 100 N. 1st St., Brunswick, Me.
Calais, Calais Agricultural Society, 100 N. 1st St., Calais, Me.

MARYLAND

Baltimore, Baltimore Agricultural Society, 100 N. 1st St., Baltimore, Md.
Bethesda, Bethesda Agricultural Society, 100 N. 1st St., Bethesda, Md.
Bowie, Bowie Agricultural Society, 100 N. 1st St., Bowie, Md.

MARSHESSETTS

Amherst, Amherst Agricultural Society, 100 N. 1st St., Amherst, Mass.
Belmont, Belmont Agricultural Society, 100 N. 1st St., Belmont, Mass.
Boston, Boston Agricultural Society, 100 N. 1st St., Boston, Mass.

Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.

MICHIGAN

Ann Arbor, Michigan County Fair Association, 100 N. 1st St., Ann Arbor, Mich.
Alpena, Alpena Agricultural Society, 100 N. 1st St., Alpena, Mich.
Auburn, Auburn Agricultural Society, 100 N. 1st St., Auburn, Mich.
Baker, Baker Agricultural Society, 100 N. 1st St., Baker, Mich.

Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.
Michigan, Michigan County Fair Association, 100 N. 1st St., Detroit, Mich.

MINNESOTA

Albert Lea, Albert Lea County Fair Association, 100 N. 1st St., Albert Lea, Minn.
Anckerly, Anckerly County Fair Association, 100 N. 1st St., Anckerly, Minn.
Aurora, Aurora County Fair Association, 100 N. 1st St., Aurora, Minn.

MISSOURI

Beaumont, Beaumont County Fair Association, 100 N. 1st St., Beaumont, Mo.
Berkeley, Berkeley County Fair Association, 100 N. 1st St., Berkeley, Mo.
Beverly, Beverly County Fair Association, 100 N. 1st St., Beverly, Mo.

NEVADA

Carson, Carson County Fair Association, 100 N. 1st St., Carson, Nev.
Elko, Elko County Fair Association, 100 N. 1st St., Elko, Nev.
Ely, Ely County Fair Association, 100 N. 1st St., Ely, Nev.

NEW HAMPSHIRE
Belmont, Belmont Agricultural Society, 100 N. 1st St., Belmont, N.H.
Boston, Boston Agricultural Society, 100 N. 1st St., Boston, N.H.

NEW MEXICO

Albuquerque, Albuquerque Fair Association, 100 N. 1st St., Albuquerque, N.M.
Bernalillo, Bernalillo County Fair Association, 100 N. 1st St., Bernalillo, N.M.

NEW YORK

Albany, Albany County Agricultural Association, 100 N. 1st St., Albany, N.Y.
Albion, Albion County Agricultural Association, 100 N. 1st St., Albion, N.Y.
Alburtus, Alburtus County Agricultural Association, 100 N. 1st St., Alburtus, N.Y.





# American Advertising and Bill Posting Co.

- ✔ Will and covered every Bill Board and give better and quicker service than any other Bill Posting concern in AMERICA. For instance—
- ✔ Advertisers attending advertising in Chicago would do well to look up our plant over before placing advertisements.

SUCCESSORS TO  
**BROADWAY & TREYSER**  
AND  
**GEORGE A. TREYSER**  
BILL POSTING COMPANIES.  
280 Madison St., CHICAGO, ILLS.  
R. C. CAMPBELL, Pres't. BURR ROBBINS, Treas.

## TOLEDO, OHIO.

Established 1888. Population 100,000

—THE OLD RELIABLE—

**City  
Bill  
Poster**

**GEO. W. BILLS**

**DISTRIBUTING  
AND GENERAL  
ADVERTISING**

All Work Done Prompt and Reliable Estimates Furnished Upon Application.

Office, 308 Summit St.

## TOLEDO, OHIO.

When you write, mention *Billboard Advertising*.

## Electrotyping

We employ only expert workmen, in conjunction with the latest improved machinery, thus enabling us to turn out the best work for least money. Correspondence invited.

**W. A. WINKELMAN & CO.**  
11, 13 & 21, 213 St. Cleveland, O.  
When you write, mention *Billboard Advertising*.

## J. N. Wheeler,

**Bill Poster  
AND  
Distributor**

OFFICE GRAND OPERA HOUSE,

Wilmington, Del.

WORK PROMPTLY EXECUTED

When you write, mention *Billboard Advertising*.

**CHAS. A. PACE,**

Circles, Samples and all advertising matter

Faithfully Distributed.

Fall River, Mass.

When you write, mention *Billboard Advertising*.

## James R. Long.

A specialist in preparing an ad to go in the paper, on a circular, program or the like. Send full particulars and a dollar for sample.

1208 E. Main, S. W.,  
Washington, D. C.

**E. J. Hoover & Bro.**  
City Bill Posters & General Advertisers  
Contractors for the Southern States.  
LOUISVILLE, KY.

Population, 30,000. Established 1865. Suburban Towns, 3,000

**The Hudson** ADVERTISING  
AND  
BILL POSTING CO.  
ALBUQUERQUE, NEW MEXICO.



**COUPON**  
This Coupon and two cent stamp entitles you to a sample copy of "The Indian" mailing Bureau Bill Posting Directory. Contains colored lithographed cards, answering letters, envelopes, especially designed, 30 large pages. Address,  
THE INDIAN,  
New York, Ohio

**C. R. Rowland** Augusta, Ga.

## O. P. Fairchild,

GO TO  
**LAGOON**  
Cooney Island  
AND  
The 200

COVINGTON, KY.  
LUDLOW, KY.  
MIDDLETOWN, KY.  
WHEAT COVINGTON, KY.

Office, 16 East Fifth Street.



## PASTE?

Wait just! We show you how to make any wall paste and from money to money, you want to learn to read

## POST AND PROSPER.

So that every business concern will want to "Put up or shut up" Are you with us? Come and open. We with our bright gems.

SUBSCRIPTION \$100 PER YEAR.

BILLBOARDING Bldg. For Agents Only.

**BILLBOARD ADVERTISING.**

102 E. Eighth St. CINCINNATI, O.

G. H. OFFING Established 1876 J. F. OFFING

**G. H. OFFING & Son,**  
CINCINNATI

● **BILL POSTERS**  
● **DISTRIBUTORS**

Own and Control All Bill Boards in Newport, Bellevue, Dayton & Ft. Thomas.

GOOD WORK GUARANTEED

408 York St. **NEWPORT, KY.**

ALL ORDERS PROMPTLY ATTENDED TO.  
FRISBY & HALL. CHAS. S. JOHNSON

**BALL & JOHNSON,**  
Bill Posters and Distributors  
Office, 109 Fitzpatrick,  
KEY WEST FLA.

Population, 25,000

When you write, mention *Billboard Advertising*.

## The Old Reliable



ROSELDALE, KY.  
CENTRAL COVINGTON,  
BROOMLEY, KY.  
And the Surrounding Country.

COVINGTON, KENTUCKY.



# This is Ramsey of Lexington,

Don't  
Overlook  
Lexington,  
The Queen  
Of The  
Famous  
Blue Grass  
Region.



## DO YOU POST BILLS? NO.

IS THE ONLY ONE WHO CAN POST BILLS FOR YOU. ALL YOUR BILLS AND PASTERS POSTED FOR YOU BY THE ONLY COMPANY IN THE U.S. Yes, for only 7 Cents 30 Days. No. 11 Should Say So, and 2 Cents for anything else.

Distributing

EST. '85

Ramsey & Co.



This is  
The Best  
Drop in  
When You  
Are in  
Town,  
Good  
Places to  
Post

## Cotton States Exposition,

Opens September 18th.

Make your contracts  
for Posting Now.

M. J. Dooley,

BILL POSTER.

ATLANTA, GA.



THE DONALDSON  
BILL POSTERS'  
PASTE BRUSH  
COPPER BOUND & STEEL HAYTED  
THE BEST AND MOST DURABLE  
OF THEIR ALL  
PRICES.

10 in. each \$1.75 10 in. doz \$16.00  
" " " 2.25 " " " 22.00  
" " " 2.85 " " " 34.00

SEND YOUR ORDER TO  
The Donaldson Litho. Co.  
GINGERHART, OHIO.



H. B. SMITH,

City Bill Poster and Distributer

Washington C. H., OHIO. Care all Boards.

## Brains For Cash.

Refer to included at Association Name. Address.

E. I. KEMPF, Bill Poster and Distributer, Shaboygan, Wis.

P. J. Culhane,

THE "PREDIC" WELCHER  
4th Single Sheet  
EIGHT SQUARES

Hamilton, Ont.

When you  
get ready to Say Something  
In Colorado about your business,  
keep in mind that

# THE CURRAN CO.

GENERAL OFFICE, DENVER, COLO.

TORONTO, CANADA, Population over 200,000.

Street Car Lines. Over 80 miles  
Passengers carried Last Year. 90,000,000

## The Price Advertising Co.

BILL POSTERS, DISTRIBUTERS, &c.

Own and Control All Bill Boards

## Texas Advertising Co.

SAN ANTONIO, TEX.

60,000 POPULATION.

BILL POSTING.

Samples and Circulars Distributed. Signs Painted and Tacked.  
P. O. Box, 688.

My Work. My Reference.

GEO. W. JACKSON,  
BILL POSTER AND DISTRIBUTER.  
WILMINGTON, DEL.

## Winterburn SHOW PRINTING CO.

We can please you  
Send for Estimates

166 CLARK STREET,  
CHICAGO, ILLS.

Bill Poster,  
Distributer,  
Advertising  
Signs. . . .

ESTABLISHED 1890.  
Geo. M. Leonard  
GRAND RAPIDS, MICH.  
POPULATION. . . . 100,000.

(The up-to-date Outdoor  
Advertiser) can post,  
distribute and paint  
your ad. . . . .

Established 1868  
Dayton, O.

**WOLF BROS.**  
General Bill Posters and Distributors.

Best facilities in Ohio for  
Commercial Posting during  
all seasons of the year.  
Stand Work, 4c. per week  
for 30 days show.

## I Invite You To Read This.

I am a writer and illustrator of advertising. I take a great deal of pride in whatever I do. I am not satisfied to merely please a customer. I endeavor to doubly please him, and to do work so well, that it will be a credit to me. My services will be found of special value to advertisers who use circulars and posters. This is my first advertisement in this paper. I desire to find out how good a medium it is. I want to get all the answers I can. If you are interested in good advertising, I would thank you to write to me for more facts and figures. Please don't wait till tomorrow. Write now before you forget.

BEAT M. MOSES.

P. O. Box 283, Brooklyn, N. Y.

When you write, mention *Billboard Advertising*.

You furnish the paper  
We furnish the paste.

**JAS. H. STAATS, Lockport, N. Y.**

When you write, mention *Billboard Advertising*.

**If You**  
Have any work to  
put out in  
**STEUBENVILLE, OHIO,**  
don't forget the **ONLY BILL  
POSTING SHOP** in the city.  
**CHAS. J. VOGEL,**  
Manager City Open House.

When you write, mention *Billboard Advertising*.

**DO YOU KNOW HIM?**

I will tell you. I was discovered on the coast of Ireland by Drury Gordon, and for many years traveled as his agent and distributor with "Pops" (John A. & Condy, Ben Robben and Wanda V. Hinton). I was discovered on the East-coast about a few years ago, and to my amazement, D. B. Rogers, did not send papers, and the making out being of the best, I decided to remain in Baltimore, and get my money through "Show & Explain".

Truly Yours,  
J. E. MCCARTHY,  
THE BILL POSTER.

**Huiest-Stout Sign Co.**

(INCORPORATED)

Advertising  
Sign  
Contractors. **Licensed  
City  
Bill Posters.**

213 N. Eighth St., ST. LOUIS.

Box 101 1114 E. 70th Street, Dept. 1010 and Nichols Bldg. in St. Louis and Chicago.  
When you write, mention *Billboard Advertising*.

## FABULOUS FORTUNES

In popular articles have all been made

### THROUGH

The art of

### BILLBOARD

### ADVERTISING

The Victoria Bill Posting Co., Bill Posters and Distributors,  
ROBT. JAMIESON, Mgr., VICTORIA, B. C.

When you write, mention *Billboard Advertising*.

**H. H. JENNINGS & SON,**

THE ONLY

**City Bill Posters and Distributors**  
IN BRIDGEPORT, CONN.

We Control and Sell the town. Largest covers of Walls and Bill Boards in the East

**George Elston,**  
Licensed CITY BILL POSTER



Owner of all Boards and Posters.  
Established 1880  
Distributing a Specialty  
ANACONDA, Deer Lodge County, Montana.

WT. VERNER, B. Population 6027.

L. N. HEADINGTON,

City Bill Poster & Distributor,

(LICENSED)

Distributing Service City and Schenck.

The highest possible price paid in the proper case.

NOTE—Trade references, telephone 4188.

HERE IS A LIVE TOWN!

Kenosha, Wisconsin.

Population 5,000.

**JAKE J. DISCH,**

CITY BILL POSTER AND DISTRIBUTOR.

8 Years Experience in this City.

THE INDIAN.

Illustrated lithographed cover in colors

Great Buffalo Bill Story, "A Bad Indian,

or Buckler Warrior," a Border Romance,

emersonian Indian sketches, ten to

two cent sheets for sample copy, address

ILLUSTRATED INDIAN ASSOCIATION CO., New

Bears, Conn.

When you write, mention *Billboard Advertising*.

# BOOM

YOUR BUSINESS.

J. F. O'MEALIA,

# Boss Boomer.

JERSEY CITY, N. J.

## WE LETTER

DISTRIBUTORS SEND STAMP  
FOR CONTRACT.

Signs, forecasts sent to distribute all kinds of notices, samples, etc. in every County  
in the United States. Write for terms. Special prices on large lots. None but  
reliable men engaged who can give references. Address:

Daniel Manufacturing and Publishers, Advertising Co., Colton, N. Y., Special Advertisers  
When you write, mention *Billboard Advertising*.

BILLBOARD ADVERTISING Believes in the Efficacy of MURAL SIGNS AND PAINTED BULLETINS.



# The Ideal Paste Machine

Manufactured by the  
**IDEAL PASTE MACHINE CO.**

52-529 W. Fifth Street, DAYTON, OHIO.

- This Paste Machine is to-day the simplest piece of mechanism on the market. Easy to operate can be run by hand or steam power. Size of machine 4 feet 4 inches long, 33 inches wide, 2 feet 3 inches high.
- Wear us for printed matter.
- **IDEAL PASTE MACHINE CO.**

## MURAL SIGNS AND PRINTED BULLETINS.

Advertisements made by this office are executed first class in execution. One dollar per square foot for 1000 impressions. For 1000 impressions per year per square foot, and extending six days in a year.

**ALABAMA** N. Y. Advertising Co., 20 Dexter Street, Boston, Mass.  
**ARIZONA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**ARKANSAS** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**CALIFORNIA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**CANADA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**CONNECTICUT** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**DELAWARE** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**FLORIDA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**GEORGIA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**ILLINOIS** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**INDIANA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**IOWA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**KENTUCKY** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**LOUISIANA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**MAINE** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**MARYLAND** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**MASSACHUSETTS** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**MICHIGAN** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**MINNESOTA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**MISSISSIPPI** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**MISSOURI** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**MONTANA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**NEBRASKA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**NEVADA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**NEW YORK** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**NEW JERSEY** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**NEW HAMPSHIRE** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**NEW MEXICO** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**NORTH CAROLINA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**NORTH DAKOTA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**OHIO** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**OKLAHOMA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**OREGON** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**PENNSYLVANIA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**RHODE ISLAND** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**SOUTH CAROLINA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**SOUTH DAKOTA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**TENNESSEE** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**TEXAS** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**VIRGINIA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**WASHINGTON** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**WEST VIRGINIA** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**WISCONSIN** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.  
**WYOMING** J. J. Nease, Phoenix Advertising Co., 4 Broadway St.

## Fall River, MASS.

**Fall River Bill Posting & Sign Advertising Co.**  
 H. E. MANCHESTER, Sole Prop'r.  
 Outfit and erects all Bill Boards, Signs, Boards and Street Signs  
 IN THE CITY

## Cincinnati Engraving Co.

PINE BLOCK ENGRAVINGS POSTERS.

Special Prices in Tablets and Bill Posters.  
 For all orders call  
 Cincinnati Engraving Co.

**GEORGE H. BUBB**  
 IN THE CITY  
 Bill Poster and Distributor,  
 And General Outfitter Advertising  
 Agency for  
**WILLIAMSPORT, PA.**  
 Signs and notices and printing privileges in  
 Williamsport. New York 5, Stock 11880000000

**Nashville, Tenn.**  
**John Bentley & Co.**  
 LICENSED  
**City Bill Posters,**  
 Lithographers, Distributors,  
 PAMPHLETS AND COMMERCIAL ADVERTISING  
 • Oils, Sew Machines in Theaters,  
 We Erect All the Bill Boards and  
 and Dead Walls in the City.

319 Barr St., Cincinnati, O.  
 "The money maker in the bill board" is an  
 advertisement your business and success your life.  
**VICTOR JARNEY**  
 319 Barr St. with his  
**LITTLE PASTE BRUSH.**  
 It gives it done, the great 1 1/2"  
 Just handy every day item.  
**MARSHALL, ILLINOIS.**

**J. M. Harkness,**  
**Bill Poster**  
 AND  
**Distributor**  
 62 E. Main St., NORWALK, O.

**READING BILL POSTING COMPANY**  
 READING, PA. Population 25,000.  
**POSTING AND DISTRIBUTING GUARANTEED.**  
 Established 1882. JOHN SINGLE, Pres't.

**W. P. BAXTER**  
 Licensed City BILL POSTER  
**Richmond, Ky.**  
 Erects and Erects Bill Boards

**EDWIN A. HASKELL,**  
 BILL POSTING,  
 DISTRIBUTING  
 AND GENERAL ADVERTISING.  
 Grand Junction, Colo.  
 (Clerks supplied at addresses in  
 Home Circular Directory)

**"IT PAYS TO ADVERTISE."**  
**W. MELOHER, City Bill Poster.**  
 Bill Posting, Distributing, and Sign Tacking.  
 All kinds of advertising satisfactorily done. Try one, you  
 Control all Bill Boards. References Furnished. **MT. PLEASANT, IOWA.**

**Lima, Ohio.**  
 Population,  
**20,000.**  
**W. G. FIRRIE, Jr.,**  
 (City Post Office Bill Poster) No. 1  
**City Bill Poster and Distributor**  
 Over 2,000 Boards Erected of Boards.

## HIGH-CLASS Half-Tone ENGRAVING.

SEND  
 A good  
 Photograph  
 and  
 Get a  
 Good  
 Cut

PRICE:  
 2x1, \$1.00  
 2x1 1/2, \$1.50  
 2x3, \$2.00

SEND  
 The  
 Money  
 With  
 The  
 Order.

The Hollenberg Photo-Engraving Co. Cincinnati

**KEEP POSTED**  
 IS A 'DEVILISH GOOD THING'  
**FOR YOU AND THE MARRIAGE!**  
**POST THE PEOPLE OF THE INDIAN TER.**  
**GOOD WHITES IN ARIZONA TO READ**  
**WHITE BURNIT. WE'LL KEEP YOU POSTED**  
 -Suggested by W.E. Burnett-

BILLBOARD ADVERTISING IS READ ALL OVER THE ENGLISH SPEAKING WORLD.



**THE RIGHT END TICKET CO.** PARQUET.  
 INCORPORATED.  
**MUSKEGON, MICH.**  
 You are sure to get the  
**91** **91**  
 RIGHT END.  
 Sec. C.  
 Row 1  
 12

Tickets for Opera Houses, Fairs, etc.

Make known your wants and ask for Samples and Prices.  
 RIGHT END TICKET CO., Muskegon, Mich.

**W. J. McAllister & Son,**  
**TROY**  
 N. Y.

We Post and Distribute  
 in the following  
 Towns:

Strook, .. 45,000  
 West Troy, .. 11,000  
 Green Island, .. 1,000  
 Lansingburgh, .. 23,000

100,700

**V. A. Jett, City Bill Poster, Portsmouth, N. H.**  
 Owns and controls all Bill Boards in Portsmouth and vicinity

**Bill Posters Look Here!**

You can increase your local patronage. You can benefit the merchants of your town in the advantage of poster advertising. If you can give them modern posters, we have engaged the services of one of the best EXPERT ART WRITERS in America. We will prepare copies. We will furnish you with clear, bright and convincing advertisements, skilfully displayed in the shape of one sheet posters, suitable for grocery, dry goods merchants, druggists, hardware dealers, postmen in fact, retailers of all kinds. Here are the prices:

25 One Sheets, \$4.50	150 One Sheets, \$4.00
50 " " 2.00	175 " " 4.00
75 " " 1.50	500 " " 5.00
100 " " 1.00	250 " " 5.50

Now We Poster THE ENTERPRISE, there is to say we furnish the posters to you at the above prices delivered in your office. As these prices are about one half what a country office would charge for them, and amount as our facilities for turning out an exceptionally fine grade of work, are unassured, it will pay you to look into the matter. It will pay you to submit for us. Once started, no merchant will discount the service, for our posters pay, they bring immediate and satisfactory returns to the user.

**Hennegan & Co., Cincinnati.**

**THE  
 FIN-DE-SIECLE  
 BILL POSTER**

It more than a mere bill poster. This is, in a more than the term ordinarily implies, for he is right for some show printing houses, and tells their goods in his town and adjacent vicinity. In the manner he not only attracts more paper for his friends, but a good deal of commission from the printer besides.

**WE WANT BILL POSTERS**

In every city, town and village to handle our posters on commission. Write us for samples and we will tell you all about it. We handle:

- Fair Posters, Poultry Show Posters,
- Bicycle Posters, Dog Shows Posters,
- Racing Posters, Flower Show Posters,
- Excursion Posters, Holiday Posters,
- Balloon Posters, Commercial Posters,

In fact posters of every nature and every description, especially posters for seasonal entertainments, such as CONCERTS, DRAMATIC, MUSICAL and BOTTLED ENTERTAINMENTS. If a bill poster handles our goods he can almost double his business. Address:

**THE DONALDSON LITHO. CO.**  
 CINCINNATI, OHIO



**It Brings Results.**

We can give a thirty days showing on work in any town.

OUR SPECIALTY: General Work, Promotional, Fourthly Showing, BILL POSTING, etc. No. 100, Main St.,



Advertisements look better after doing business with us.

**Manchester, N. H. FRANK P. COLBY,**  
 CITY BILL POSTER,  
 Distributor and Signage Transfer. Owns and controls all Bill Boards in the vicinity

**R. F. WRIGHT, Lebanon, N. H.**  
 BILL POSTER AND DISTRIBUTOR  
 Population, 4,800. Distributing \$5 per 1000

**Mauberrert's Printing House, Limited**

Printing **Posters** Work  
 in all sizes THE FINEST  
 all styles. Prices  
 THE LOWEST

Branches: 526 to 532 Poydras Street,  
 NEW ORLEANS.

When you write mention National Advertising.