

# BILLBOARD

## ADVERTISING

A  
Magazine  
for  
Business Men  
who  
think.



W. H. Steinbrenner.

November, 1902

**BILLBOARD ADVERTISING is the Official Organ of the SHOW PRINTERS' ASSOCIATION.**

**Classified Advertisements.**

**MAIL POSTERS' DIRECTORY.**

The New Standard advertising page this month, on the subject of billboards, is the most complete. It gives you the names of the men who are doing the best work in the business.

**DEWEY, O. C.**  
The career field of a Postmaster is one of the most interesting and profitable in the country. It offers a wide field of activity and a chance to make a name for oneself.

**Delaware, O.**  
A. C. H. Mearl, City Hill Postmaster and Director, 1017 N. 2nd St., Columbus, Ohio.

**Springfield, Ohio, E. H. Traver**  
City Hill Postmaster, 1017 N. 2nd St., Columbus, Ohio.

**Perth Amboy, N. J.**  
Waverly, N. Y. Wm. Connors, City Hill Postmaster, 1017 N. 2nd St., Columbus, Ohio.

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Wm. Connors, City Hill Postmaster, 1017 N. 2nd St., Columbus, Ohio.

**Lima, Ohio.**  
Wm. Connors, City Hill Postmaster, 1017 N. 2nd St., Columbus, Ohio.

**Washington, D. C.**  
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**AMERICA'S BEST BILLETTER.**

**Archie, O.**  
Wm. Connors, City Hill Postmaster, 1017 N. 2nd St., Columbus, Ohio.

**Waukegan, Ill.**  
Wm. Connors, City Hill Postmaster, 1017 N. 2nd St., Columbus, Ohio.

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**REGISTERED DIRECTORY.**

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# BILLBOARD ADVERTISING

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

Vol. IV, No. 4.

CINCINNATI, NOVEMBER 1, 1895.

PRICE 10 CENTS  
PER YEAR, \$1.00

### BILL BOARD ADVERTISING.

The popularity of bill board advertising today is the wonder of the times; it is sought after by business men, established and, not the less, by those who are just launching into the business world. Our correspondence from all over the country furnishes abundant evidence, especially from the larger cities, that the business is on the increase and that the larger bill posting firms are crowded for orders. With us, in the West, this has been the prevailing rule for the past three or four years, except, of course, during the dull seasons of the business in July and August of each year.

The cities and show people have for many years depended largely on bill board advertising for their publicity, just their very nature, and it is only within the past few years that the larger, commercial firms have adopted display advertising as a medium, and how well this has paid them we are unable to say, but the facts of their repeated orders, with increases of time and space, is indication that the bill posting done in larger cities, with strong lithograph posters, must have yielded them handsomely.

Abundant service is guaranteed by us to all advertisers; bills of open locations are furnished in advance and orders are fully carried out in every instance, reward paper being furnished by the advertiser to keep the showing complete. This posting of years ago, such as signs, X and Y sheets, etc., posted on chance night offer, on such places as houses, barns, brick piles, and every conceivable place in the larger cities, has been largely done away with, though we see no reason why a few of this X-Y posting, as we term it, should not always prove beneficial, when properly and thoroughly done. Banners were long taught as that the only way to secure and hold a show on outside or X-Y posting is to use large quantities of such posting by the week, and keep it constantly before the public, on avenues, drives, principal cross-ways streets, ferry routes, taverns, hotels and the thousand-and-one places where such small, or X-Y posting, can be used, but, of course, this line of posting cannot be lasted or guaranteed. It is on the large lithograph posters that the advertiser gets a guarantee of service.

Display advertising is the most natural medium of publicity to citizens. Long before newspapers and other periodicals were in circulation and the printer was known to engrave, letter, write and put in public places all notices to engage the attention of the public to the various articles

sales, legal notices, etc., etc. The first substantiated record we have of display advertising in the way of posting and signs dates under contract was in the year 1715 in London, England. At that time the law was, as now by the name of Callagwood, was engaged by the town council to travel through the byways and highways of the town ringing bells and crying out various sales, lost children, court notices, etc., etc., and the demands for his services became so great that he was unable to remember all the various notices

posted and talked through. His attendant friend, Mr. Callagwood, was to return to such signs and visit the many posters and printing establishments in the West, Boston, Philadelphia, Baltimore, Cincinnati, Detroit, Cleveland and Buffalo and obtain the same kind of posters, reading them and signs, too, wherever one of such year, turning out posters by the millions in various cities and towns, ranging from one price to another, and these great bill notices were finally exhibited in beautiful colors, advertising about every-

thing imaginable, and with with prints the progress which has been made during his absence. The show people take great care and give close attention to their poster placing than the custom with our commercial use. The showmen give designs from the various lithograph establishments of the country in the way of structure, dress to a suit, and use weather, three-color and steel. The stands usually average from 2 1/2 feet high by 10 feet high to 20 feet high by 20 feet high. The showmen's order states the hours when the play is being released; sketches of the various scenes are worked up into form and reproduced in large and small posters. Many of our commercial advertisers take quite an amount of time in arranging their printing, but the money is not; we only wish that they did not and when such commercial advertiser takes the same care and attention that the showmen do the results are always beneficial and satisfactory. As a rule when commercial advertisers accept the advice of any of the leading bill posting firms or printing establishments of this country about their posters the results in the way of bill board display advertising are sure to be satisfactory. The great trouble we have in most instances with orders from commercial firms is that they first place their order with any printer they happen to know and send a check to the printer to interview the bill poster and make the arrangements to have the posters "stuck up" as cheap as possible; such advertisers invariably meet with failure from the start, and forever after are seen as the bill poster—thinking they have been robbed. There is a right way to do everything, and the right way to secure a satisfactory display on the bill boards and bulletin in the West, or by any other large city, is to pay a visit to the principal bill posting firms or send for their representations, explaining your ideas fully; accept of money to be expended; give contracts to run and the territory; either in the city or away, to be covered; and in this way the advertiser gets all the facts and information as to price of posters used, and what will make the largest and best display for the money to be expended; and then secure a special rating on the bill posting firm who furnish division, design, etc., and take the same business proposition you would if you went to open a credit account with any new business firm, in whom you had a interest a line of goods for the same amount of money you proposed to invest on the bill board; in whom the advertiser is always on the safe side.

These are interesting agencies who make



Clarence E. Runey.

he was required to try out, and he conceived the idea of erecting a bulletin and billboard stand, which he did, and learned from the owner of some vacant lots situated opposite the town hall, with the privilege of erecting and maintaining a bulletin board, and thus commenced to write and engrave, post and print such notices as he had been accustomed to cry out in the streets. After that the printer of London was accustomed to engrave from time to time during the day in front of the bulletin board and read the various notices

through under the arch, and thus had a trip through the West, and wherever necessary and see the hundreds of large posted bill boards built of solid iron on roofs of nearly every iron building, on the faces of the various "L" roads, and the thousands of printed bill and bulletin boards, from 20 to 30 feet high and from 25 to 30 feet long, erected on vacant lots in all the western, principal cross-ways streets, headquarters, drives, entrance to parks, etc., etc., throughout the city, he would surely be well satisfied with his bus-



**The Rochester Bill Posting Co.,**

EDW. A. STAMLERBROT, Manager.

**THE ERIE BILL POSTING CO.**

EDW. A. STAMLERBROT, Manager.

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

No. 16 and 18 N. H. Street, ROCHESTER, N. Y.

NEW YORK OFFICE, 62a Broadway.

No. 35 North Park Row, ERIE, PA.

**KEEP UP TO DATE.**

WRITERS STAMP A NECESSITY IN EVERY MAN'S OFFICE.

Complete notices on from various districts that commercial advertisers frequently receive from bill posters, lists of locations where their notices can best get up, which entails little or no cost of the plan, the name of the bill poster, the date of the posting. These lists are generally handled over to agencies, and others to attend to, and if an advertiser is posting a number of cities at the same time, it often compels some one to go out to when cities are out from, etc., thus making errors very liable to occur. To bill posters who do not have a printed handbook we would suggest a plain rubber stamp, about 2 inches long, with copy similar to this:

D. D. HAMMOND &amp; CO.,

FREDRICKS, Pa.

Date of Posting..... 1914

These rubber stamps can be readily obtained at a cost of about 10c, one each from any stamp maker, and they will be used in many ways. Every progressive bill poster should use that has often is provided with one at each.

**HERB'S ENTERPRISE.**

GOOD SERVICE IS FEASIBLE TO THE BILL POSTER.

Mr. Al Bryne, of Cleveland, is to be congratulated for having benefited the business of about 100 of the Franco-American Food Co. on such a narrow as to affect the unparalled pride of Herbold, the advertising manager who has lately accepted the work. What is more to the point, Mr. Bryne doubled up his estate Cleveland bill as a result of the satisfactory work that he has done. As this bill was not a member of Herbold, Mr. Bryne's profits will be largely increased, and the substantial acknowledgment that he has received for the special attention that he gave to this work will abundantly repay him for the effort.

Mr. Herbold has systematically improved every detail that has been put in the leading cities, and again very knowledge of the showing in Detroit, Boston, Providence and other cities, but is equally emphatic in stating that there are a number of items where the bill poster seems in each category, seeing advertisements, handling-down boxes, when new boards should be built that will give advertisers and the advertiser and credit to the bill poster. As a whole the work which has been put out through the G. J. Quile Co. of New York, has been very satisfactory. It is quoted as a "model show" and illustrates the positions and advantages of the bill based over the street car, newspaper, and other methods of advertising, both in point of economy and in the direct benefit to the advertiser.

It is to be hoped that there will be many long-time billings of equally satisfactory paper to follow this most excellent text.

**SLANDER.**

The disposition taken by bill posters and distributors, located in the same places, to slander each other in order to secure work, not only reaches a most heinous, but usually dishonest, as don't care who tells in the practice. If a man, he is a distributor of bill posters, who indulges in denouncing his fellow-man with the expectation that by such a course he will gain an extraordinary one or competitor is surely preparing for his own downfall. Every man for his own is entitled to a certain degree of consideration from others, and so long as he maintains in the community in which he lives a fair reputation for industry and reliability, his efforts to gain a livelihood should not be considered as such against from a competitor in one of a different calling. And simply for the reason that a distributor is trying to obtain a contract in a legitimate manner, and is fairly secured, in so far as that he should be subject to the accusation of character from a competitor. No trade or calling ever lowered the person engaged in it, but it is not difficult for a man to degrade his calling, and in our

**CIRCULAR ADVERTISING.**

We recently received, with a request for criticism, a circular which a Western merchant is using for some purpose which we cannot understand. It is about the size of a full green class poster, but not nearly so pretty. The only way in which a man could read it would be to spread it out on the floor, get down on his hands and knees, commence at the top and read backward over it. Of course, no one is going to do all that trouble, so it is safe to assume that no one will ever read it. A glance at it shows that it is a piece of anything a man needs in his journey from the stable to the grave, and we presume it has gone into the ferry now.

This kind of circulating leaflet advertising is its industry. No one reads such stuff, and we are surprised that no one ever looks at it. Smaller circulars, too, are spoiled by containing too much matter, and by being "cheap and nasty." The fancy adject that is left in people's recollection is usually in company with the thing that is to be advertised. It is not difficult to have notice in the world to do, who always want to kill

**Shall the Theater Count the Bill**

There has been some agitation going on over the wrong question, shall the theaters continue to control the bill boards? During the past week the question was discussed at an informal meeting. The object was to secure some manager privately, then to have a general meeting to take action on the question. Shall managers control the bill boards? That is the question, and it will be the question a century hence. The bill board advertising has reached gigantic proportions. We shall see managers admitted with an editorial page being passed, but some have employed skilled painters who have painted highly colored signs whose prominent situations on the walls. It is maintained by some managers, however, they are not affected by the weather, and in the long run are cheaper, besides being more attractive. This may be so, but the fact remains it costs just as much to occupy the space as if the space was given clear to paper. Bill board advertising in New York is a business. It is the study of the bill poster who has done so well that it is partly safe to say that his right will not be affected without a vigorous fight. Some time ago, and it is not so long ago either, managers brought forward a proposal to give up bill board advertising. The proposal the fact was made the commercial interests took up the space in advertising proportions. Everywhere from coast down, or, to whichever was advertised, with the result that theaters fell in the rear, and it took a vigorous team to bring them about. Hoyt and the Co. started a paper fight by buying up a number of bill boards along the Sixth Avenue elevated. They pay an annual rental for these, and their work can never be understood, except that they are the most successful of any man has in the business. They are not asked for some stands, with the bill poster pay, and they claim they are not getting rich. There is no other paper to be named that Herbold's seems to be some thing for all of it. Besides, some theaters have been added to New York and more are coming and such stands a change. The People's, a strictly Broadway theater has its paper spread along Eighth Avenue, the territory belonging to the Grand Opera House. The Harlem Opera House paper in this line stands about equal to the Grand and Lyceum theaters, while the Columbia has a Harlem house, has paper advertising on the Fifth Avenue and Broadway Theaters. So it is seen how much about from the Streets of the City. There is no given territory and such competition with the other for desirable space. Managers to make to conduct the bill board posting business with some success. With several exceptions. First to make on the part, secondly that Herbold's seems to be the best house, the most important of all and will give a certain amount of territory. The third thing that can be done is to get the matter done. The bill poster is not well organized as they do not have a central office. There has been no organized, not brought.—The Dramatic Times.



Advance Car No. 1 of the Great Walter L. Male Show.

opinion, there is no real way that by trying to show the character of a competitor in order to deprive him from carrying what is right. There are calls here with sufficient ground from the ignorant prejudice of masses as well as from the disclosure of "leak" without those who act at present considered respectable, involving in a position that is neither here nor yonder.

**COMPASSIONS ARE DEPRESSING.**

A newspaper advertisement is an issue of the Century magazine costs \$50; in the New York Herald for a year, costs \$50. This is a payment for some of our advertisers who pay for \$5, or \$10 for an ad, and think they are doing an excellent and liberal amount of advertising. Advertise in this paper. It is read in every city. The ad rates are very low, and it gets there every time.

Don't forget to send an advertisement for the January Number, The Journal after November 1st.

and does not much about doing themselves. Each paper hasn't any money to spend, and would buy beer with it if they had.

There is a way to advertise by circular and no moving circles nearly every day which compel us to read them, whether we wish to or not.

In the first place, the paper and envelope must be of the best and the display and the press work must be finished and correct. As a general thing only one article, or one class of articles, should be mentioned, and it should be described thoroughly and in the most striking way possible. On the envelope should be printed some sentence or some picture which will excite the curiosity or the admiration of the recipient, and make him anxious to see what's inside. A hundred such circulars will bring more business than five hundred of the "cheap and nasty" kind.—Lynch.

Star, Bill and Jones, a new paper, which, as its name implies, is devoted to stars, black and white, theatre and sports in appearance. It is published at Indian, Tenn.

## Service—Good and Bad.

### An Interesting Interview with a Practical Business Man.

Most of the readers of *BILLBOARD ADVERTISING* have noted the magnificent success which has been accomplished in the City of New York, with such favorable results, as to lead them to increase their appropriation money hereover, and include many other cities in their list.

The paper is put out in most cases for six, seven and eight months this year, and it returns the right cut and amount, makes a very strong impression on the general public.

A representative of *BILLBOARD ADVERTISING* was sent to New York for the special purpose of interviewing the firm, and their expenses in this method of publicity, as against the stereotyped magazine and newspaper work.

Our representative was very fortunate in finding Mr. O'Connell, manager of the company, who had just returned from a month's leave through the principal cities, where he had been inspecting the billings and taking up the towns as to their possibilities for outdoor work, and the acceptability of the people to become users of *FRANCE-AMERICAN* Goods.

Mr. O'Connell is the son of the founder of the house, and although quite a young man, new to the bill posting business, retained such a practical knowledge of the subject, that if he frequently at times could only have had the opportunity of knowing his ideas, and would have listened to his suggestions, that we in question would never, that while a year or two, the posting of commercial work would flourish and thrive as generally.

After a pleasant greeting, and explaining the nature of my business, etc., Mr. O'Connell very courteously declined to talk for publication, mentioning that he was once called of very little benefit.

He had looked over the different cities in relation to the *FRANCE-AMERICAN* line business only, and did not see how it would interest the public at large.

"But, Mr. O'Connell," said the writer, "we do not want your views for the public; we want them for the benefit of the bill poster. Our paper gives leading ideas to bill posters and advertisers. Won't you tell us what led you into such extensive bill posting, and why you prefer it to other methods?"

"Well, that is hard to say. We have always felt that, while the magazines and the newspapers produced a given amount of result, that with our limited appropriation we were about but among the crowd of other advertisers, especially with the constant increase of rates, and we had been for several years on the lookout for some effective means of advertising which we could confidently introduce our article, and which would be more expensive than the limited margin on a high-priced magazine."

If about two years ago we commenced to make some large bills, I might have written and told that they were avoiding considerable labor, and concluded to extend this method along the railroads and public highways throughout the country. We were then recommended to adopt bill posting because thereby, our capital could be presented where the population was more compact, and right in connection with the business.

"Right here let me say that this was not our own thought in the beginning. The O. J. Godek Co. are handling all this business, and we should be recommended. And I believe too we say that if it had not been for their fidelity to our interests, their advance explanation of the many advantages we would have in advertising, and their insight into what they call the "game was worth the candle," we do not believe we would have posted more than our first run of bills. The difficulties of this business for a person that has not gone through it are almost insurmountable. The bill poster as a rule seems to lack a proper conception of business methods, and it is only by long experience and knowledge, and knowing that we have managed to secure a proper service. This cannot be said of all bill posters, but of the majority.

There are two things which we have just returned we want to extend the word of praise first to Mr. Ames, of Providence who, as far as a bill poster can be, is really and truly an artist. His boards are a joy to look upon. We have given him an open order to post our billboards every month on his own and on every new stand his agents that he might include his own business. Everyone of his boards is as true as a plumb line. He uses all temper and general lessons. These is not a crack in his paper and he uses excellent tools in making up a bill board of the different paper that he has on hand, so that the light background shows on the dark background paper, and there is a regularity in his work, as in making up a bill board as well. In a conversation with Mr. Ames we found him an enthusiast on his business; and he was willing of all details, and is constantly driving out the city, seeing that his paper is put up properly by his men. He has given great care and study to getting a proper paste that while it will hold the bills firm to the boards, unlike that made from glue, does not secure the outside of the paper so as to mar its appearance. We went out of the city of Providence with only our regrets that Mr. Ames did not have his name in many boards, and that it was not among the things to be expected that we should had other bill posters like him.

"The moment we came to it was with Messrs. Ryan & Co., of Cleveland. They are also deserving of great praise. They have a magnificent lot of bill boards. The city of Cleveland is very thick with their work, and that is why we well built, all temper and proved honest work. The paper is handled with great care. The boards are not, as a rule, so long, and the work is of a more uniform nature than what we saw posted in Providence."

There is not that truly artistic look that Mr. Ames carries in producing. But for all-around service and possibility of covering the towns through the country, we think we can hardly say that of all the cities we have visited, Cleveland fills the bill most completely. We decided our order for that city. "I don't care to do it, but I don't think we should say anything further. In speaking of anything, we like to mention those things worthy of praise and to say to forget the bad things."

"But, my dear Mr. O'Connell, do you mean to say that the cities of Providence and Cleveland are the only ones that you say a truly well set in connection with bill posting?"

"Oh, no, New York City is unquestionably the best bill posting city in America. How they have the business done is a mystery. They do not give a service so positive as that of a clock. Messrs. Van Nostrand & Co., Messrs and Messrs J. Clark, in their endeavor to do a better thing, during the past two years, have been following the old-fashioned method of getting down each other's boards, adapted the up-to-date idea of each understanding to put up better boards in better locations, one sees the other. Result, we have had during the last two years a bill posting service in New York that is unequalled in the history of this method of publicity. If advertising did more to attract our attention to the possibilities of this method of advertising than any means that could be preached in so many by the most eloquent, strongest that ever rolled its words on languages."

"But the country at large, outside of New York, has been a disappointment. One interest was heightened by the suggestion of trying my business in this city, but when we went down all over the country and concluded. That is the reason we are so glad to note the splendid service in Cleveland and Providence. Of the other cities we have visited, we have not had such a good view, but had heard word to secure it. Mr. O'Connell visited the city personally and made a selection of beautiful bill boards, and that is the reason the city. Well, they were good, and while we had a good bill posting show for the city, Boston has not developed to full possibilities in that direction that we were led to expect. In a very careful manner, large orders as many of them and very few of them topped off. A handsome twenty-four-foot stand looks unaccountably so well in connection with it, but when we went down in very dusty weather. A few of the boards, and a very few only out of the number of stands that had been put in a manner that all compared with the service in New York, Cleveland and Providence. We talked to Mr. Donnelly about this matter and he promised to let me his boys up. We do not intend to say anything more than the commercial and the theatrical people of the city of Boston, who are apparently contented with a second class service. We want to say, however, that our paper was handled and set up as probably a very little better. Our attention is simply on the lower standard of service in that city where one would naturally look for success."

thing very high-class."

"I understand that some fault in Buffalo, only in a greater degree. We had a very pleasant interview with Mr. Wilbur, of Whitman & Wilbur. From his conversation, kindly gentleman, who did all the work in Buffalo, we learned that the boards; but he would have made it much more agreeable if he had had his boards in proper shape. Our paper had the best of them, and we do not think we should say anything further. In speaking of anything, we like to mention those things worthy of praise and to say to forget the bad things."

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trade is interested, and if you have noted any of our articles, I would like to have your opinion. I think that the bill poster would like to know if that is done of practical business men who has given out contracts for this work in what the trade at large wants.

"I'd like to hope that the people whom we hope had no children, already will not have any more billboards. We are simply giving you our honest opinion on the subject, and we have no great faith in the practicality of this matter of abolishing that we feel we know that if the bill poster will only say that that is and improve their services, they can greatly increase their business."

"We were very much disappointed in the city of St. Louis. Mr. Ochs had said as this that town was the greatest bill poster town in America. That is the result of the fight between R. J. Gosling Co., and the Cottrell Bill Posting Co., had been to establish a plant that was the very of all other bill posters throughout the country. Well, the plant was there, but very much run down; through the service; the paper was poorly pasted, much of it placed on side streets, and the whole show had been put up in what appeared to be a "slap-bang" style, "of simply getting the paper up, without a single thought as to the interest of the advertiser or customer in having the paper on the boards, so that one bill would help out the other and thereby benefit all the advertisers. The spaces were poor. The "bill" medium was inferior. The land was evidently out of a hurry. The city is the fact of too much business. Our friend Gosling wants to take a little time from his many other occupations and jump into St. Louis and give the boys a talking up. We sincerely are envious in St. Louis."

"Chicago, we found a very kind city in your property. There are a number of stands well located, but the number not being enlarged and improved, there are of necessity a great many cracks in the boards through which the public winds which a every time, which causes torn paper every time. The worse, outside of the fact that the building of the boards needed improving was very satisfactory. Mr. Campbell thinks in the paper as a way that is very profitable. We intended to take in several stands in getting one paper in the places where the show would do to the most good, and we subsequently did not have the money to do so. We are sorry. But no more, no matter how good his intentions are, can keep paper from splitting on boards that have cracks in them several inches wide. We intended the additional in this city, and would have willingly donated it if Mr. Campbell had had more stands in high-class locations.

For there we had to depend to a great extent on the R. J. Gosling Co., and we could not but commend the wisdom of the Gale in splitting our appropriation for that city and getting a good portion of it on the bulletin boards in the best class locations. Of course, these bulletins are much more expensive than bill posters so we only use them where we cannot get good bill poster stands. We are sorry to ignore Mr. Gosling's bulletin if he wants to cover the city of Chicago thoroughly for outside display with a high-class article. The showing goes and they

therefore, the bill poster one handle very satisfactorily, but there are certain conditions of the city where a bill board would not be allowed, but a painted sign is permitted.

"I had another source looking to do bill work in Chicago. The city requires such work in some cases, with lots of such signs, offers to many responsibilities for bill posting, faces and wall painting, that the whole town is not even in the best of the best, so that an advertiser, to be "in" has to spend more in proportion to population than he would have to otherwise, because, unless he has a tremendous big show, he is not in the crowd."

"Washington, as you know, is a beautiful city, and its bill boards are kept in very good condition. The only fault that we have to find with that city is that Mr. Minder has not enough boards. Those that he has he keeps in good shape, and he treated our paper very kindly."

"Philadelphia, I found to be somewhat like Chicago. A number of good signs, but the boards only fairly good, and the paper only fairly good. We must say

#### A LESSON IN ADVERTISING.

Given by a Merchant in the Sacramento Valley. (Cont.)

Every business man can become successful by proper advertising. It does not require an experienced salesman. Given a merchant who keeps his goods at fair prices; who intelligently studies and tests his customers fairly; who has daily space in a bright newspaper of approved circulation, and who has the knowledge and experience to use that space, there is nothing that can prevent him increasing his business up to the possible limit imposed by terrestrial conditions.

The few a number of years ago sent to me a number of local advertisements for two years, one of the best periodical publications on practical advertising, and since then has published at intervals, several series of special letters on scientific advertising.

Of course the few had an ulterior motive in so doing. It happened to me to conduct the Sacramento advertisers in the matter of scientific advertising that I would loan to all their advertising space so as

if I were proprietor of a newspaper, I would send a copy of a publication devoted to advertising to my advertisers for one year. I would do this in order to educate them up to how to advertise judiciously and effectively. If an ad. is satisfactory it is not going to catch the eye of all. An ad. that is left in the paper from month to month and year to year, without a change of type or reading matter, loses all its effectiveness.

The ad. of a white-cloth merchant changes so rapidly on itself, that every new article that he gets on stock, and that it must be new. The reader must be educated to look at your ad. for a new style and price. It is easy to make you ad. unobtainable, and once the people get to looking for it every day, they increase in business in amount.

I know lots of people who look for our ad. every day. That is the means we change it every day, and always give them something new.

Some merchants only advertise every other day. This is a great mistake. If five times a d. should be in the paper



that Mr. Robinson gave us a very good selection of locations, but that service while better than the average, has not reached the high standard of Cleveland and Providence."

"Of Chicago, we think the law we say the better. Since it that we telegraphed Mr. Gale the day after we arrived to order our showing discontinued, and have simply put a blank mark against that city."

"Now, Mr. Spencer, you will have to excuse us from saying anything further. While you say we have not been run, we are afraid we may have your readers, and we only want to add this one thought—that everything we have said has been spoken in the friendliest and kindest spirit."

"We want to relocate our work in this method of publicity, and we would like to see BILLBOARD ADVERTISING keep on doing the good work of educating the bill poster that the best way for his benefit, to better his business is to better his service."

"We can see it all again this week." "Service is everything."

to bring them the most news. With the value of advertising time always wanted to them, there are of advertising space in the city would increase and so we must be able to do in full times as in progressive seasons. The few neighbor communication with nearly every house in Sacramento; it wanted the merchants to do the rest.

I am a firm believer in advertising. The advertisement we are making in the Evening Star pays us a handsome bill. Even our newspaper men cannot conceive of the large amount of business that is done in our state through their advertisement of news. The secret of our success in the manner in which we are advertising space.

Advertising pays; but very few men know how to advertise so that it will pay. A great deal of money is wasted in public announcements which bring no return, direct or indirect, but the merchant who, having the goods and knowing his customer fairly, intelligently utilizes space in a well-selected newspaper, is absolutely outside of success.

every day, and should be always fresh and readable.

I admit one thing, that those who advertise less, get the most leads and are prospering. The firms that are at a standstill or overworking on the one who depend on their personal influence for trade and ignore the advertising columns of the newspaper with the circulation.—Scrapbook.

#### Harry Singer's Swift Wagon.

If any Billposter in the land ever built a bigger, slicker, good and original idea than that patented by Harry H. Singer, of Chattanooga, we have not heard of him. His latest invention is the wagon shown in this above cut, which is a perfect model of ingenious device and construction.

It seems slight but is approximately covered by small size, one-foot picture to fittings, three doors to rapid for machine gear, and stands to good gun.





ILLUSTRATED ADVERTISING DESIRES to find all copies of the above pages of subscribers, and to be notified when the following is published:

- List of Premiums.**  
 To appear reading on 6 pages in  
 August and on 24 pages in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- 15 cts.**  
 To appear reading on 4 pages in  
 August and on 12 pages in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- 20 cts.**  
 To appear reading on 2 pages in  
 August and on 6 pages in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- 25 cts.**  
 To appear reading on 1 page in  
 August and on 3 pages in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- 30 cts.**  
 To appear reading on 1/2 page in  
 August and on 1 1/2 pages in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- 40 cts.**  
 To appear reading on 1/4 page in  
 August and on 3/4 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- 50 cts.**  
 To appear reading on 1/8 page in  
 August and on 3/8 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- 75 cts.**  
 To appear reading on 1/16 page in  
 August and on 1/8 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$1.00**  
 To appear reading on 1/32 page in  
 August and on 1/16 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$1.25**  
 To appear reading on 1/64 page in  
 August and on 1/32 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$1.50**  
 To appear reading on 1/128 page in  
 August and on 1/64 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$1.75**  
 To appear reading on 1/256 page in  
 August and on 1/128 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$2.00**  
 To appear reading on 1/512 page in  
 August and on 1/256 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$2.50**  
 To appear reading on 1/1024 page in  
 August and on 1/512 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$3.00**  
 To appear reading on 1/2048 page in  
 August and on 1/1024 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$3.50**  
 To appear reading on 1/4096 page in  
 August and on 1/2048 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$4.00**  
 To appear reading on 1/8192 page in  
 August and on 1/4096 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$4.50**  
 To appear reading on 1/16384 page in  
 August and on 1/8192 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.
- \$5.00**  
 To appear reading on 1/32768 page in  
 August and on 1/16384 page in  
 October of this year. Will  
 also contain a list of subscribers.  
 All advertisements for this list  
 should be sent in by the first of  
 August.

LETTERS TO THE EDITOR.

BRIEF BUSINESS ADVERTISING

DEAR Sir - Kindly explain why you devote so much space to the date and official records of fairs, exhibitions, conventions, meetings and exhibitions. Your journal is devoted to the interests of billposting and advertising men, and I am at a loss to understand the connection.

A KEADON.

Aside from the fact that fairs, exhibitions and pure food exhibits, are in themselves advertising media of great and valuable value, we are conscious of keeping all advertisers posted regarding all great movements and pathways for the future that the boards and advertising men of the cities, in which the meetings occur, are greatly enhanced in value at this particular time, by means of the great increase in the amount of transient or floating populations. Under our system we are enabled to give dates, weeks and sometimes months in advance, thus affording advertisers ample opportunity to place themselves in evidence on all such occasions. -Ed

SHOBBINGS, WIS. Oct. 6, 1897.

BRIEF BUSINESS ADVERTISING:

DEAR Sir - Having received a circular from the "Hawkeye Bill Poster's Protective Association," I take notice that several members of the Association have paid the fancy. How members in towns over forty thousand population, are treated at the National Bill Poster's Protective Association's place and how they are treated is beyond question. I would like some one to explicate. Yours for the bill poster.

E. J. KEENE.

We are fully as much in the dirt as the Keen's. Presumably the parties most concerned are enlighten us. -Ed.

AN EXPLANATION.

To the December number of BILLBOARD ADVERTISING for 1897 we published an article in which it was made to appear that the business of Melvin Stone, the bill poster, at Plinking, L. I. had been absorbed by a well-known citizen. It appears from recent developments that such was not the case, and that the statement to that effect was a fee pure and simple.

The article in question was a weak imitation to Messrs. Melville Row, and has caused them much annoyance and vexation. We are only able to reiterate, that we published the article good faith having accepted the information from what we supposed was a reliable source. It will be a long time before the party who misled us will have the opportunity of imposing on us again.

Rebels at fair, exhibitions and pure food shows, permit a privilege which that cannot be obtained in any other manner.

Now that the International Association of Distributors has taken into position to render a guaranteed distributing service, the circular and the booklet, the pamphlet and the circular have taken on an added value of importance. Distributing parties should be placed great advertising value, and now that it can be put out thoroughly, efficiently and economically, it will find great favor among advertisers.

LOOK OUT!

For "Fly by Night" Shows!

Great Care should be exercised in purchasing Goods to Irregularity Points.

Poster premises and bill posters will do well to eliminate the element of chance, as far as possible, from all transactions with shows and shows of irregularity. The scene is not turning out well, and in these classes of shows few are ready to meet the loss in the event of bad luck on the business side upon the parties who carried them credit. In this connection, E. C. Campbell, of the American Advertising Co., Chicago, Ill., and President of the A. B. F. A., writes as follows: "I have a particular case here in that of Prof. C. R. Gleason, a famous trainer, under the management of Wm. and Berrie, ventura managers. Berrie is a manager of a variety theater in Coeur, Cal., and Wm. is from Portland, Oregon. They were represented by that old time agent, Henry Smeat. He came into my office and assumed to sign that of a man, that they were all right, and I was perfectly able in trusting them for about four thousand dollars. (Approx) worth of work. He went over to the National Printing Co., and got them into. They got up four hundred dollars. (Approx) worth of printing and I put it up and we got the "tiger".

There are a number of situations on the road this year that are leaving a trail of debts and obligations behind them wherever they go. As best they are only going to take up their legal and responsible obligations, and as the printers and bill posters have the ready on their own hands, it would seem that they should act accordingly, and that too, without exception and without delay.

The printer is preferred, on strong is to attack upon the public, that almost any advertisement no matter how lagging in construction and badly in display, will yield good results, and prove highly efficient. Consequently, but little work has been devoted to their preparation. Of late, however, advertisers are beginning to realize that it pays to be careful in this respect, and as a consequence the boards are daily growing better.

Newspaper advertising is valuable, so is that in any other publication, when it is purchased on a just figure. The business, however, that it is the principal source of publicity, and that all other media are surely secondary to a degree.

The particular circumstances, which has constituted most to the great success achieved by Chas. Anselm Bros, is all attributable to the fact that he follows the advice he gives, taking his own medicine as it were. He has more space in advertising his own business than any other, writes in the country.

Posters properly placed and posted, produce results of a practical nature.

Circulars, and by circulars we mean booklets, pamphlets and hand bills of every description, when properly put out, never fail to bring profitable results. Advertising of this nature is in vogue and certain to reach and pay.

PUBLISHERS' CORNER.

With this last BILLBOARD ADVERTISING comes upon the second year of its existence. Its growth has been almost phenomenal. Formerly it filled advertising in American men prints that daily in its paper. Our circulation now exceeds three thousand, and continues to grow so fast as to give cause for alarm.

II II I

We are another thing we are gathering mass of the most intelligent of the country, who are present in the advertising field, and thousands of readers who are liberal advertisers. Besides, we reach nearly all of the great centers of power, all industries and offices of both in the United States and in Europe.

II II I

We are beginning, too, to have some printers who can supply a quality of fine printing matter, such as pamphlets, booklets, booklets, circulars, brochures, prospectuses, booklets, booklets, etc., and the better booklets, such as on the same lines we will secure a large volume of readers in this particular field in the near future.

II II I

Business advertising is not a bill poster trade journal, nor is it a publication in behalf of bill posters, poster printers, distributors and offering agencies. It is a newspaper with a circulation of over one hundred thousand copies to the advertisers and a large number of copies to the readers. It is, therefore, a newspaper that should be read by every advertiser and every advertiser who is in the business of advertising and is in the business of advertising and is in the business of advertising and is in the business of advertising.

II II I

It is not a list and not a register of the value of all advertising media, and neither an outline of advertising, nor a list of advertising agencies. It is a newspaper with a circulation of over one hundred thousand copies to the advertisers and a large number of copies to the readers. It is, therefore, a newspaper that should be read by every advertiser and every advertiser who is in the business of advertising and is in the business of advertising and is in the business of advertising.

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It Pays

To Advertise

- Printing Presses,
- Printing Inks,
- Printers' Furniture,
- Type,
- Paste,
- Paste Brush Handles,
- Paste Mixers,
- Posters,
- Tickets,
- Paper Cutters,
- Printing Offices,
- Boilers,
- Engines,
- Office Furniture,
- Electrotypes,
- Photo-Engraving,

In the Columns of  
**Billboard Advertising.**





FAIR AND EXPOSITIONS.

News, Notes and Comments of an Inter-esting Nature.

Commerce work now on next year's fair.

Pushy shows and pet stock exhibitions are on the increase.

The progress agricultural shows are with us. They are aptly termed the farmer's fairs.

Present indications point to a large increase in the number and importance of fairs and shows, to be held during the coming season.

The pure food exhibition has come to stay. It is able to say that no more reliable advertising medium can be found by purveyors and food manufacturers.

A paragraph to the effect that there would be twenty-five hundred farms held during the season of this country would be the result of the press, but a careful count reveals the fact that in reality there is less than one half that number.

The attendance at the Cotton States and International Exposition amounts higher and higher day by day, and interest and enthusiasm grow apace. Although much of Mr. Cope's direct work was marred by the incompleteness of the show when first opened, the ultimate success of the undertaking is now named beyond the shadow of a doubt.

The International Industrial Exposition will open at Jacksonville, South Africa, May 1st and close June 30th, 1901. It is under the auspices of the government of the South African Republic, the president of which, N. T. F. Kruger, is also the president of the exposition. Chris. F. De Grauw, well known in America, is general manager, with the title of director general. All communications and inquiries should be addressed to Chris. F. De Grauw, P. O. No. 1, Johannesburg, S. A. In Johannesburg, postage twice (1/2 cent) for every half ounce or fraction thereof.

Brand-rightness is the price of success, and the man who is steadily vigilant is worthy of his labor. Moral-gone the secretary a good substantial salary. On his nose those say other depends the outcome of the fair.

Preparations for the International Exposition to be held at the City of Mexico, in 1904, are well under way.

Agricultural societies will find that nothing will contribute so much towards the success of next year's fair as an early start. Organizations should be effected now and efforts started immediately. Thus far, the date should be set at the earliest opportunity. The wisest are sure to be held.

Extensive advertisements recently been that it reaches thirty-eight per cent of the faces of the United States and Canada. They are of bona fide advertising na-

Advance Sketch of International Exposition to be held in 1900.

Plans for the International Exposition, to be held in Paris in 1900 have been completed by the ministerial staff, and officers have been appointed to superintend the work. The Government has charge of the undertaking, and the work has been begun. Subsequent Posters, who has been retained from France, will present to Congress an initiative to the United States to participate, and has given a sketch of the display.

The exposition will open April 1, 1900, and will last until Nov. 3. The location chosen was the best of the town and most historic part of Paris, in the immediate neighborhood and partly including the Champ de Mars, in Trocadero, in Gros Vercy, l'Esplanade des Invalides, that part of the Champs Elysees known as the Cotod de L'Esne, la Delle, and l'Esplanade. It is probable, however, the Palace de l'Industrie, which was a center of former exposition, will be torn down to make place for a much larger building. The grounds will be extended along both sides of the River Seine, and great bridges are to be built across the river. One of these, at the Hotel des Invalides, will be as great as in extent to a complete crossing of the river for a long distance.

The means of production and the articles produced will be exhibited side by side in, as far as possible. This means that machinery will be shown in their stage of development, each machine being in operation and in production phase on exhibition in fact as in process. Agricultural features of the Exposition will be Scientific Progresses similar to those inaugurated at the Chicago Exposition. A national exhibit of French art and industry will display.

Owing to the striking similarity will be a retrospective view of the nineteenth century part exhibit. It will be a glance backward to the nineteenth century, and the progress made by the world in all branches of science, industry and art.—Commercial County, Oct. 3rd, 1897.

The Three Fairs for the month they were as follows:

- Jack County Fair, at Jackboro, Oct. 2nd to 14th, inclusive.
- Cleburne County Fair, at Jackboro, Oct. 2nd to 14th, inclusive.
- Palmdale County Fair, at Bushong, Oct. 10 to 14th, inclusive.
- Hill County Fair, at Hillbush, Oct. 10 to 14, inclusive.
- Linnacross County Fair, at Goodrock, Oct. 10 to 14th, inclusive.
- Concord County Fair, at New Brandeburg, Oct. 12th to 14th, inclusive.

- Sherburne County Fair, at Crossroads, Oct. 12th to 16th, inclusive.
- Robertson County Fair, at Coburn, Oct. 12th to 16th, inclusive.
- Greenway County Fair, at Sherman, Oct. 12th to 16th, inclusive.
- Cook's Valley Fair, at Los Angeles, Nov. 26 to 29th, inclusive.
- Delving Post Association, at Hoston, Nov. 27th to 30th, inclusive.
- Cherokee County Fair, at Rusk, Nov. 27th to 30th, inclusive.

THE FAIRS.

The fairs for this year are nearly all over and the season is rapidly passing to the close. As in always the case, there have been highly successful and others have been less so. This is a condition of affairs which has obtained from time immemorial, and while deplorable, there is little reason to believe that any method improvement will cause such unevenness and unequal ability in this direction any valued at a fair figure.

Under normal conditions, there never yet has been an instance where a fair with a managed exhibition at the fair has averaged a failure. Nine times out of ten where the outcome has been successful, it will be found that it was owing to the competency of the secretary, who might rather be termed the manager.

The Men that is provided among many societies, especially new ones, that are not yet well on their feet, is the very worst kind of failure. The position is one which requires experience and careful close application and such kind work, after a man has failed, and successfully for three or four consecutive years, and because of the inherent nature of the items attached to the position, he will not a steady under-taker it were the conditions are merely normal.

Just why the average management of the society first strives to organize the first year's undertaking, and why the second year's are so almost invariably attractive and interesting, he says liberally for the space he occupies, and never grants one a second. It is a condition that some sort of the foreign element is desired instead of local.

NEATNESS.

What has been said in this article, is not to be taken as a general rule. It is only a general rule, and it is not to be taken as a general rule. It is only a general rule, and it is not to be taken as a general rule.



THE BILLYVILLE, ILL. GAZETTE BILL POSTER AND BILLYVILLE.

THE DONALDSON GUIDE

in 24 hours in the process of completion.

Will contain every name of every best located party interested in the United States and Canada.

- It gives the population of the town.
- It gives the population of the county.
- It gives the name of the postoffice.
- It gives his street address.
- It gives the name of the advertiser.
- It gives the name of the business manager.
- It gives the names of the firms.
- It gives the names of the managers.
- It gives the names of the proprietors.
- It gives the names of the editors.
- It gives the date of the publication.
- It gives the name of the dramatic office.
- It gives the name of the dramatic office.

It will be a precious of useful information for advertisement, investment, and disinterested managers and agents. The book will contain of over four hundred pages, and will be bound in a durable cover. It is addressed to the Directory the book will contain of over four hundred pages.

GET YOUR NAME IN

in the Donalson Guide, the showman's cyclopedia and advertiser's directory. The whole work will be carefully revised and brought up to date, and will contain of over four hundred pages, and will be bound in a durable cover.

PUT AN AD IN

the Donalson Guide, the showman's cyclopedia and advertiser's directory. The whole work will be carefully revised and brought up to date, and will contain of over four hundred pages, and will be bound in a durable cover.

It will bring you business.

Because it will be consulted almost daily by the advertising, showmen and advertisers, and because it will be consulted almost daily by the advertising, showmen and advertisers, and because it will be consulted almost daily by the advertising, showmen and advertisers.

ADS ARE CHEAP

Advertisement, that the DONALDSON GUIDE will introduce by published information and advertisements. Moreover it has been given over almost entirely to the management of these houses and shows, but from now on they will be changed. Give it up. Enlist the interest. Send of your small advertisements. In fact, all in the next moment you see. It's a good thing, you will remember that the advertisement is done for a big thing for all parties interested.

The prof. in Donalson Guide (the book) and it is worth every cent you put in it. It is a good thing, you will remember that the advertisement is done for a big thing for all parties interested.

W. H. DONALDSON, Cincinnati, Ohio.

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

**Poultry Shows.**

1917E—Tables give the secretary's address of associations which hold the shows.

**CALIFORNIA**

San Francisco, E. H. Freeman, sec'y. Santa Clara, Cal., Feb. 1917.  
 Oakland, E. E. Smith, judge. Ft. Stockton, Cal., Feb. 1917.  
 San Bernardino, J. H. Smith, sec'y. San Bernardino, Cal., Feb. 1917.  
 Los Angeles, J. H. Smith, sec'y. Los Angeles, Cal., Feb. 1917.

**COLORADO**

Colorado Springs, F. W. Williams, judge. J. M. Dwyer, sec'y. Fort Collins, Colo., Feb. 1917.

**CONNECTICUT**

Springfield, G. H. Weston, sec'y. New Britain, Conn., Feb. 1917.

**DISTRICT OF COLUMBIA**

National Poultry Show, Washington, D. C. Dec. 1916, sec'y. Feb. 1917.

**GEORGIA**

Columbus, H. G. Pugh, sec'y. Atlanta, Ga., Feb. 1917.

**ILLINOIS**

Peoria, Wm. C. Gentry, sec'y. Springfield, Ill., Feb. 1917.

**INDIANA**

Indianapolis, H. B. Smith, sec'y. Fort Wayne, Ind., Feb. 1917.

**IOWA**

Clear Lake, C. W. Smith, sec'y. Des Moines, Iowa, Feb. 1917.

**KANSAS**

Topeka, J. H. Smith, sec'y. Lawrence, Kan., Feb. 1917.

**KENTUCKY**

Cincinnati, The Kentucky Poultry and Egg Association, sec'y. Louisville, Ky., Feb. 1917.

**MASSACHUSETTS**

Amherst, J. H. Smith, sec'y. Springfield, Mass., Feb. 1917.

**MICHIGAN**

Lansing, J. H. Smith, sec'y. Grand Rapids, Mich., Feb. 1917.

**MINNESOTA**

St. Paul, J. H. Smith, sec'y. Minneapolis, Minn., Feb. 1917.

**MISSOURI**

St. Louis, J. H. Smith, sec'y. Kansas City, Mo., Feb. 1917.

**NEBRASKA**

Omaha, J. H. Smith, sec'y. Lincoln, Neb., Feb. 1917.

**NEW JERSEY**

Paterson, J. H. Smith, sec'y. Newark, N. J., Feb. 1917.

**NEW YORK**

Albany, J. H. Smith, sec'y. Buffalo, N. Y., Feb. 1917.

**NEW YORK (Cont.)**

Brooklyn, J. H. Smith, sec'y. New York, N. Y., Feb. 1917.

**NEW YORK (Cont.)**

Albany, J. H. Smith, sec'y. Albany, N. Y., Feb. 1917.

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**Foreign Expositions.**

Paris, France, open April 15-1917. 1917.  
 Philadelphia, Pa., U. S. A., May 1917.  
 St. Louis, Mo., U. S. A., Oct. 1917.

**Fairs, Etc.**

Chicago, Ill., Union Stock Yard, Feb. 1917.  
 New York, N. Y., Grand Central Station, Feb. 1917.  
 St. Louis, Mo., Union Stock Yard, Feb. 1917.

**Flower Shows.**

St. Louis, Mo., Union Stock Yard, Feb. 1917.  
 New York, N. Y., Grand Central Station, Feb. 1917.

**The Story of Cinderella.**

One of the greatest stories in the way of an afternoon story that has ever been produced in years.

A beautiful TWYBEE, with illuminated cover and picture illustrations that you can't afford to give away to an acquaintance.

**SEND A TWO CENT STAMP FOR A SAMPLE.**

YOU CAN PRESENT EVERY CHILD OR EVERY ONE OF YOUR PARTNERS WITH A CHRISTMAS GIFT THAT WILL BE APPRECIATED AND PRESERVED. AS THERE IS AMPLE ROOM ON EVERY BOOK FOR YOUR CARD, YOU THIS SECURE THE VERY BEST KIND OF ADVERTISING VALUE.

**TWYBEE HAS 8 PAGES. TWYBEE HAS 16 PICTURES. TWYBEE HAS AN ILLUSTRATED COVER. TWYBEE MEASURES SIX INCHES BY SEVEN. TWYBEE IS WELL PRINTED.**

500,000	\$ 2.00	With your advertisement on them	\$ 3.75
1,000,000	" 2.00	" " " "	3.00
2,000,000	" 2.00	" " " "	3.50
3,000,000	" 2.00	" " " "	4.00
4,000,000	" 2.00	" " " "	4.50
5,000,000	" 2.00	" " " "	5.00
10,000,000	" 2.00	" " " "	10.00
		Special Prices on Larger Quantities	38.75

**HENNEGAN & CO., CINCINNATI, O.**

**Conventions, etc.**

1917E—Tables give the secretary's address of associations which hold the shows.

**Our Christmas Number**

- Will be issued December 1st.
- Will contain 36 pages.
- Will have illuminated covers.
- Will contain a Christmas Story.
- Will contain a Bill Posting Story.
- Will be handsomely illustrated.
- Will be printed on superb paper.
- Will be beautifully bound.
- Will contain many apt articles.
- Will contain three pretty poems.
- Will contain two new departments.
- Will sell for fifty cents each.

Although the price of the Christmas Number of BILLBOARD ADVERTISING will be twenty-five cents, subscribers all receive it without extra charge.

Subscribers who desire extra copies of the Christmas Number will please order them through their newsdealer.

All the opinions you have formed,  
All that you have surmised,  
All that you have guessed in  
Regard to the cost and value  
Of Advertising by means of Posters,  
May be wrong

Write me about it.  
It takes but a minute.  
It costs but Two Cents.

I represent the leading poster printing establishments of America, the Associated Bill Posters' Association of the United States and Canada, The United Bill Posters' Association of Great Britain, and the Australasian Bill Posting and Advertising Company, of Australia.

I print bills and post them anywhere on earth.

Edw. A. Stahlbrodt, 621 Broadway, New York City.

## Electrotyping.

We Do It

In The Right Manner,  
And Our Prices are Right

W. J. Winkelman & Co.

220-222 E. Sixth St., Cleveland.

When you write, mention *Billboard Advertising*

Write To

Montague & McHugh  
Fairhaven, Wash.

For Information Regarding The Famous

WASHINGTON

CEDAR

SHINGLES.

When you write, mention *Billboard Advertising*

Chas. H. Day's Circus Story,

"Young Ad. Foreigner,"

THE ELEPHANT TRAINER,

AND 2500 CIRCULARS READY FOR L. H. DAY

WINDYFIELD, IOWA.

When you write, mention *Billboard Advertising*



Bill Posters & Distributors

Special price signs. No expense in  
space if you use my patterns and printing  
plans. Send in orders for sample posters  
and full particulars.

Littfield Co., Mass., New York.

When you write, mention *Billboard Advertising*

Cheboygan, Mich., Pop. 8,000.

A. J. FINN,

City Bill Poster & Distributor

Full Control of all Bill Boards, Telegraph,  
Electric Signs and Telephone Poles.  
ALL WORK GUARANTEED.

When you write, mention *Billboard Advertising*

**SAY!**

A A A

ADVERTISING ATTRACTS ATTENTION

JOHN A. LAKIN,

CITY BILL POSTER

1016. COOPERSTOWN, N. Y., 1006.

When you write, mention *Billboard Advertising*



## The Christmas Number Of Billboard Advertising.

- Will Be Issued December 1st. • • • •
- It Will Consist Of 36 Pages, Will Have
- An Illuminated Cover, Beautifully Lithographed
- In Colors, And Will Be Superbly Illustrated
- Throughout. • The Free List Will Be Entirely
- Suspended As Far As Bill Posters And Dis-
- tributors Are Concerned, Hence, Those Who
- Desire To See A Copy Of This Handsome Num-
- ber Will Either Have To • • • •

## Subscribe Now

- Or Order It Through Their Newsdealer. •
- Do Sample Copies Will Be Sent To Anyone.

## Many Bill Posters

- Are making from \$20.00 to \$40.00 per week in commission by selling our Commercial Posters.

## You Can, too.

- Write to us and we will send you a set of Samples and tell you how to do it.

The Donaldson Litho. Co.  
Cincinnati, O.

Have you seen the New Model No. 2  
Improved American Typewriter? \$8



Obtain New Ideas and Increased Commission developed in the construction and use of this model of the No. 2. It is a wonderful combination of simplicity and capability, being most durable, portable and adaptable. Written in eight, nine, and twelve, but perfect for four. The type, which coincides with the general alignment, gives results unobtainable by any, but already mentioned and others, every machine is guaranteed.

Our Third Year and No Competition. Send for catalogue and letter written with it.  
**AMERICAN TYPEWRITER COMPANY**  
CITY HALL SQUARE, NEW YORK.

The Old Reliable.

THE

**JOHN CHAPMAN CO.**

LICENSED CITY AND SUBURBAN

**BILL POSTERS,**

**DISTRIBUTERS,**

**ART BULLETIN ADVERTISERS,**

PASTE MANUFACTURERS.

19 Longworth St., Telephone 2214.

**CINCINNATI, O.**



JOHN CHAPMAN.



For Ascensions  
Of Any Description,

Address,  
The Great Hunter Balloons Co.  
CINCINNATI, OHIO.

TRUCK DEALER, Carl B. Miller, 700 So. Vine Street, Cincinnati, Ohio.

**MONTANA**

Bill Posters' Association,

C. A. HARFOIS, Helena,

Bill Posting, Distributing, and

General Advertising.

Helena, Butte, Great Falls, Missoula,  
Astoria, Berkeley, Livingston,  
Billings, Deer Lodge.

One Dollar  
Sent to  
Billboard Advertising Co.  
Cincinnati,  
During November  
Will Secure  
To the Sender  
A Subscription to  
Billboard Advertising  
Beginning with  
December, 1895, and  
Extending to  
January, 1897,  
Including  
Two Christmas Numbers  
Which alone  
Are worth  
The Dollar.

**Bill Posters!**

Best Paste Brush Made on Earth.

I HAVE THEM. YOU NEED THEM.

**MACK W. PEACHEE,**  
18 Water Street, INDIANAPOLIS, IND.

## We Do It All

—Illustrations for the above  
—Quotations for the same—

**DESIGN, PRINT AND POST.**

In dealing with us, you avoid all the worries that are incidental to bill board advertising. One contract covers everything. Give us your idea, on the particular line you wish to advertise, and we will furnish the

**DESIGN**

Original and appropriate. We have a large stock of Posters, from the single sheet to the twenty-foot stand, which we can furnish on one day's notice, and

**PRINT**

Your advertisement to suit. Our facilities are such that we can guarantee prompt and satisfactory work at prices that defy competition. We also contract to

**POST**

Your bills in any desired territory, or number of cities or towns, for long or short time. One contract covers everything. AGREE WE SAY.

—It is our  
—the price—

**WE DO IT ALL**

**DESIGN, PRINT AND POST.**

The Whelan Poster Advertising Co.

No. 141 East Fourth St., CINCINNATI, O.

PUT **LEXINGTON** ON YOUR LIST.



**BILL POSTING,  
DISTRIBUTING,  
SIGN ADVERTISING.**

Lexington is the job of the Bureau Blue Grass Paper of Kentucky. The people for fifty miles around come to Lexington to buy their goods. 75,000,000 and 50,000,000 turnpikes, makes traveling easy. They come, stay all day, and go home at night. Visited with goods. They are the most prosperous people of this.

**THERE IS ONE WAY, AND ONLY ONE, TO REACH ALL OF THESE PEOPLE, AND THAT IS**

**BILL BOARDS AND BULLETINS  
IN AND AROUND LEXINGTON.**

**TO BILL IT RIGHT SEND**

400 or 700 sheets paper. If it's blank, we can only get 13 sets, or 40 4x4, or 40 2x4, or 30 2x3. Can be printed on one side. 100 to 200 one sheet. Although you it was easy, unless you haven't any other paper.

**DISTRIBUTING.**

4000 Candles or Bibles will cover the town thoroughly. One in every house, one to every person in town, without fail.

**THE PRICE.**

Printing 7 cents per sheet, 10 days. Shipping 3 cents per year, 2 cents each, and 1 cent each for one day send. Printing, \$1.00 for 400 sheets, \$1.00 to \$1.00 for 700 sheets \$1.00 to \$1.00.

**RAMSEY & CO.**  
LEXINGTON.



**WE WANT**

The names and addresses of Sign Posters, especially those who make a specialty of writing bill window cards, placards and signs.

**WE PAY**

For these addresses in Cash, or subscriptions, or advertising space. Address.

BILLBOARD ADVERTISING CO., Cincinnati.



**THE DONALDSON  
BILL POSTERS'  
PASTE BRUSH**  
COPPER HAND & STEEL FINISH  
THE BEST AND MOST DURABLE OF THEM ALL.  
PRICES:

10 in. each, \$1.75    30 in. each, \$3.00  
5"      "      .75      "      "      2.00  
8"      "      1.25      "      "      2.00

Send YOUR ORDER to  
The Donaldson Litho. Co.  
CINCINNATI, OHIO.

Mauberrret's Printing House, Limited

Printing **Posters** Work  
all sizes all styles THE FINEST  
ALL THE LOWEST  
Prices  
Branches. 326 to 332 Poydras Street,  
NEW ORLEANS.

Engraving

When you write, mention Billboard Advertising.

**HIGH-CLASS HALF-TONE ENGRAVING.**

SEND good Photograph and Get a Good Cut.



PRICES:  
1st. . . . \$1.00  
30x40 in. . . . 1.50  
4x4 in. . . . 1.50

SEND The Money With The Order.

The Halberg Photo-Engraving Co., Cincinnati

**DISSOLVED**

THE FIRM OF

**BENNETT & MURRAY,**  
OF PORT HURON, MICH.

Have this 10th day of October, 1895, dissolved partnership, G. J. Murray retiring. L. T. Bennett will continue the business under the name of THE BENNETT BILL POSTING CO. City Bill Posters and Distributors.

Address all communications to LEWIS G. BENNETT, Manager. Attention: City Bill Posters, at respective business houses in the city. Members Michigan State Bill Posters' Association.

**Is This Honest?**

As near as possible, I trust my men in hand out in person, or piece under the cover, all matter introduced to me Washington has 30,000 Government Clerks coming from every state in the Union. The population change greatly every four years—there is no standard amount to deal with. Write to

**JAMES R LONG,**

Manager Rushmore Advertiser Co.

618 2nd Street, Washington, D. C.

P. F. HOFFER, President, Chicago, Ill.  
P. O. STONEY, 16 Van Ness, St. Louis, Mo.  
W. J. BERRY and Tom Pratt, Georgetown, Ill.

P. W. BAKER, 101 Van Ness, San Francisco, Cal.  
For all Cal. Wb. CHAS. G. BAWWELL, Term, Memphis, Tenn.  
CLARENCE E. BERRY, Washington, D.

P. G. HOPE & SPENCER, A. H. CARPENTER, P. F. BOYLAND, L. E. TRIGGARD, C. STARR, C. H. BERRY, A. G. COOPER, & J. F. BERRY, G. S. BERRY, G. BERRY, TARRANT & BERRYMAN, WASHINGTON—TURNING—MATTHEW & HANWELL, Wash.

CHAS. & STEPHENS, Washington—Turning Inspectors—C. H. BERRY, Washington. Address all Correspondence to the Secretary.

**Inter-State  
Bill Posters'  
Protective  
Association.**

Scale of Prices Adopted for Limit, Printed and Retained, 50 DAYS DISPLAY. Otherwise Per day.

100 to 150 ft. . . . 25 cents  
150 to 200 ft. . . . 35 cents  
200 to 250 ft. . . . 45 cents  
250 to 300 ft. . . . 55 cents  
300 to 350 ft. . . . 65 cents  
350 to 400 ft. . . . 75 cents  
400 to 450 ft. . . . 85 cents  
450 to 500 ft. . . . 95 cents  
500 to 550 ft. . . . 1.05  
550 to 600 ft. . . . 1.15  
600 to 650 ft. . . . 1.25  
650 to 700 ft. . . . 1.35  
700 to 750 ft. . . . 1.45  
750 to 800 ft. . . . 1.55  
800 to 850 ft. . . . 1.65  
850 to 900 ft. . . . 1.75  
900 to 950 ft. . . . 1.85  
950 to 1000 ft. . . . 1.95

**35  
YEARS  
IN  
PASTE.**

**GEO. M. LEONARD,  
BILL POSTING,  
DISTRIBUTING,  
ADVERTISING SIGNS  
GRAND RAPIDS, MICH.**

When you write, mention Billboard Advertising.