

THE BILLBOARD

VOL. IX, No. 6.

CINCINNATI, JULY 1, 1897.

PRICE 10 CENTS
PER YEAR, \$10.

The Psychogenics of Demand.

Psychologists generally agree that there are three elementary and principal divisions of mind or consciousness. These are broadly distinguished as feelings, sensations and conceptions, e. g., I feel something, I know something, I do something.

We never feel, however, that feeling is ever shared without the intervention of cognition or conation; i. e., if we are experiencing a feeling of elation it will not give way to one of depression without cause.

which lies at the basis of demand, in an intermediate phase of feeling which directly prompts the impulse to action which prompts volition, or the exercise of the will.

In a recent issue of *Practical Advertising*, Mr. H. L. Kramer, General Manager of the Standard Brewery Co., is made to deliver the following explanation on the advertising expert:

"It affords an amusement to read the positive assertions and extravagant promises of the 'expert' advertising writer,

not worth his hire for others. The statements and inducements he makes are held out to encourage small advertising expenditures that will, in a year, result in failure, and only by accident or luck achieve any degree of success. The advertising expert is like the man who chases a martlet flying by selling tips at the race-track, and who, were his legs runtable, would make a fortune in a day."

If Mr. Kramer is correctly reported, his generous treatment of that sort of the advertising experts whom he alludes to is noble. His position is entirely reasonable. It by no means follows that because a

man, good bygone, good salesman and so on. Occasionally, but not often, we find a successful business man who possesses exceptional advertising ability. The two are not incompatible. Mr. Kramer possesses it in a marked degree. He has done some exceedingly clever work—work, indeed, that shows he knows advertising thoroughly. This, however, only proves that he ought to make a business of advertising, instead of devaluing his splendid ability by pushing a couple of three-line ad. notices forward. Should he try it, we dare no doubt



GEO. H. SIFFERT.



J. CHARLES GREEN.

SEESE & GREEN, of San Francisco, Oakland and Alameda County.

Therefore we are warranted in stating that cognition is all cases previous feeling and conation follows it. This gives us the regular order in which states of consciousness proceed. Broadly speaking, in any state of mind that we are directly aware we are aware, in the first place, of a change in our sensations or thoughts caused by cognition; secondly, that we are elated or depressed by the change (feeling), and, thirdly, that we are moved to action by our feelings (conation).

The want, wish or desire to possess,

whose stock is trade—besides, a customer's knowledge of mechanical and artistic detail—affords a power that will cause an ad. to do its work and make the people read and believe it. Such a yearling expert, who has never invented a word of his own money, proposes to take any business, under all styles what conditions, and, by the use of his particularly powerful advertisements, perform miracles of reclamation, and cause the tide of business to rise soon to pass through the channels which have been stopped up by bad English, otherwise the daily loss—millions of dollars' loss. This is all rot, and the man here with each genus need

man may be fitted to an advertiser that he possesses the qualifications necessary to accurately manage a large business. Conversely, a successful business man need not necessarily be a gifted advertiser any more than he needs be a good bookkeeper, a close buyer or a shrewd salesman. Advertising, like accounting, is only one of the vital elements of business. The successful business man is the one who knows the business to be engaged in, and who is shrewd enough to avoid himself of the services of good bookkeep-

that in the course of a few years The Standard Brewery Co. or any thing he might choose to write himself, would be accorded a rating in the mercantile agencies that would at least compare with that of Chas. Austin Heiss, J. J. Drake, or many of the other experts at whom he has directed his ill-measured and assailed fire. The advertising expert is here to stay. There is room for him, just as there is room for the expert accountant, the expert appraiser and all the long list of specialists in every line of endeavor.

THE PRESIDENT'S CALL

PRESIDENT'S OFFICE

WASHINGTON, D. C., June 15, 1917 To the Members and All Bill Poster throughout the United States and Canada, Greeting: The National Association of Advertisers, Circas Proprietors and...

OBJECT:

The annual convention of the National Bill Posters Association of the United States and Canada will be held at Atlantic City, N. J., commencing July 1, 1917. Arrangements for this meeting are being made to hold the convention at the "Marineview Hall, corner Atlantic and Indiana avenues. Rates have been fixed as follows: The Managers Room, \$2 double or \$3 on single per day, the Kitching, \$2 to \$2.50 per day, the St. Charles, \$2 to \$2.50 per day.

The meeting meeting is one of vast importance to all members and all bill posters. Matters of vital importance will come up, and much will depend on the manner in which they are disposed of. It is the responsibility of each and every member, and all those who are not interested in this meeting, to be present at this annual convention, and I believe that it is the duty of every bill poster to attend, and by his presence, to aid in making him a member which will be of benefit to him in the future.

Members and delegates from state associations, also those who desire to become members, are urged to bring copies of handbooks, "Housebook '16," at 50 c., to be ready, July 1, 1917. J. RICHARD GARDNER, Secretary. ATLANTIC CITY, NEW JERSEY. "The Bill Poster"

Purely Personal.

In a public in Portland, Me. within a fortnight of the outbreak of the war, I attended a meeting of the National Association of Advertisers, Circas Proprietors and Bill Posters of the United States and Canada. The subject was "The National Association of Advertisers, Circas Proprietors and Bill Posters of the United States and Canada." It was a very interesting meeting and one which will be of benefit to many of us in the future.

There are at the mouth of the bill poster... The bill poster is one of the most important factors in the success of a business... The bill poster is one of the most important factors in the success of a business... The bill poster is one of the most important factors in the success of a business...

Superb Book on Lithography.

Attention Curtis, is a superb volume, equipping the beginner of lithography, with an accurate of its structure and study of its principles, and some practical reproductions of the work of the best lithographers, whose experience in working has led to precision in this lithography, operating fine, artistic Columbia, Remington, Hawking, Dismor, Delacroix, Inab, Koller, Gerain and other famous lithographers. The celebrated graduate of Lewis University, Chicago, Ill., in the past year, has been so successful in his work on the lithography, that he has been asked to give a course in lithography, with a view to giving a series of experiments that will be of great value to the student, which would cost and depend upon a manual or a second leaf, up to the date of the issue of the book.



CALL.

Siebs & Green, of 'Frisco.

The Negatives of the Western Billboard.

To the Members and Brother Bill Posters of the United States and Canada, Commercial and Street Posters, Theatrical and Circus Managers and Advertising Contractors, Greeting: I take pleasure in respectfully notifying you herewith that the Third Annual Convention of the International Bill Posters Association of the United States and Canada will be held at the St. James Hotel, St. Louis, Mo., on Monday, Tuesday and Wednesday, July 24, 25 and 26, 1917.

There is a host of young business men in San Francisco that are getting up things on our progressive Western Coast and working up a wonderful interest in billboard and outdoor advertising. Although its business since December of 1916, they have become the acknowledged leader, and practically the dictator, of the posting business in San Francisco and all that lay around. They continued fully flourishing of the available bill posting spots in San Francisco, and in five and a half months since they turned their attention to Oakland and Alameda county, they have entirely crushed out all opposition that has been long and unscarcely presently established.

From indications we are assured the attendance will be the largest ever assembled in a bill poster's convention. A great deal of business of vital importance to the credit will come before the convention, touching directly upon interests of the International Bill Posters Association throughout your territory. It is naturally expected you will find your presence, and assist in adopting such measures as, in the judgment of the convention, will be best calculated to continue the important success of the International Bill Posters Association, and thereby showing the trends.

Their reckless energy, their dominating knowledge of their business, their thoroughly scientific and aggressive methods of doing business, has not with the unqualified approval of the scientific world and suitable times to build up a business that has never before existed.

How can we accomplish this? By getting forth your efforts and giving us your support and co-operation. This will cause associated carriage and vested action. This concerted action will modify the defects, if any, in our association, and continue to grow stronger thus ever by increasing our large membership, which today is the largest in this country and the peer of those with; thereby demonstrating that the broad old liberal principles on which we were founded upon meetings, are still as efficacious and needs the association's confidence.

Having a faith that was in a healthy disposition, leaving remnants cold and prejudices that even all in favor of a long and powerfully entrenched competitor, their faith for life and success has been a masterly stroke of business aggressiveness and sagacity.

Stone, make an attempt to bring in one new member. Special arrangements have been compiled for your satisfaction, and an option will be offered to make your journey most enjoyable and long to be remembered. Special rates have been reserved at the St. James, from \$1.50 upward.

As posting in San Francisco practically means posting in Oakland and Alameda, two cities that today fully rival San Francisco, it will be readily seen how far a postcard strike in Greater Oregon will take them really hold the key to the Pacific Coast.

Very respectfully yours, S. F. SIMMONS, President of the International Bill Posters Association.

Socially, politically and to the business world, the members of the San are well known in San Francisco. One of them, who is a member of the board of directors of Siebs, a name that is honored and respected wherever the influence of San Francisco business and public life touch. Mr. Siebs's father is the successful business man, Fred C. Siebs, and his uncle is John H. Siebs, the present city manager of San Francisco. Mr. Siebs is connected with many business corporations. His business and financial ability is a well-known fact, and his being a specialist well known as "Bill-board man" in San Francisco. All our time has been used in controlling the San Francisco bill posting plant and we authority on outdoor advertising. Combining an able, energetic personality, he has shown marked ability and is fitted as a specialist in the "bill-board" business.

I, Chas. Green, who has been known as the best person for getting their hands in the business, has also associated with Mr. Siebs since the partnership was first formed. He controlled the property of outdoor advertising on the details of bill posting in California, and has made a notable name for himself as the "bill-board" man in San Francisco. Since it is not an official member of our great team. Look out for them, because they are the best. "We control the billboard advertising of the Pacific Coast." All our work, they control the billboard advertising of half of California.

The May Issue of Advertising Age, advertiser was a gem.

To Split or Not to Split.

BY JANE W. BROWN.

The editor of THE BILLBOARD, in the last month's editorial column, offers some strong advice to bill posters regarding Royal Booking Powder. Because Royal Booking Powder refuses to do business with a newspaper that won't be "held up," THE BILLBOARD's editor advises bill posters to get their affairs to be held up. Giving an advertiser a consolation in simply stating, "We are unable to do business with you because we do not use Royal Booking Powder," is a poor consolation, although they do not give them a consolation, although they do not give them a consolation, although they do not give them a consolation.

It is a well known fact, however, that the Royal Booking Powder does place advertising in newspapers that do not give them a consolation, although they do not give them a consolation, although they do not give them a consolation, although they do not give them a consolation.

Let us look at this matter in another light, and see how it seems to the bill poster. It is well known that the editor of THE BILLBOARD is in the interest of making a safe and getting commercial posters, most of which are sold through bill posters. Bill posters get a real business commission for selling the stock points, and newspaper editors get a commission on the sale. After a bill poster has worked up some more business through bill posters, that same manager says, "I will go to headquarters and get three posters, and save the commission on the sale of the same ads."

Several posters make him feel the expense of sending their own ads through the country to sell posters, but I think they have no difficulty found that method very satisfactory and very expensive, and if they are still doing it I see no reason of the fact. And that is why I say that it is always better to split with the advertiser than to split with the advertiser himself.

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Misreadings Through Misapprehension.

Roger B. Clark and carrying Coca-Cola exclusively, and a large share of other fine food lines.

Maxson has sold Coca-Cola exclusively in the State of Michigan. He has a large share of other fine food lines.

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about fifty of Mr. Maxson's billboards at that place a few days ago, on account of their carrying the Royal Booking Powder.

"Tally Ho" and "Search Light" lamps have each won a Nobel on the boards. Both are excellent posters.

A new 8-foot by 10-foot sign, for the same business, has a very handsome young woman looking with admiration toward what is probably her first.

Admitted if the poster were not set out at night. As it is, you see the Advertiser's sign is a good one. It is a good one.

The poster carries the name of the Advertiser. It is a good one. It is a good one.

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KYBERBERCKER FLOOR.

LETTER FORMS.

(Continued.)

Wm. B. B. of Adams Co., suggests the form of a letter of explanation for distributors only. We refer to the fact that the Bill B. is not a bill poster, but a distributor. It is a good one.

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size in his distributing department as he does in his business.

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THE BILLBOARD.

PUBLISHED WEEKLY.

NEW YORK, FRIDAY, OCTOBER 15, 1897.

Address all communications to

THE BILLBOARD, PUBLISHERS.

Subscription, Five Dollars Per Annum in Advance.

ADVERTISEMENT RATES.

Advertisements will be published at the following rates: For one year, \$50.00; for six months, \$30.00; for three months, \$18.00; for one month, \$6.00. Single copies, 10 cents. All advertisements must be paid for in advance.

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JULY, A. 1897.

In another column of this issue we publish the president's address for the convention of the International Bill Posting Association. Mr. Schaefer has with commendable promptitude adopted measures for the opening of the association which desiderated to render the forthcoming meeting infelicitous, and it now looks as if nothing more serious than the concern of casual officials will mark the proceedings. The date is well perfected at this writing, and the relations are fort close. We trust it will go through untroubled. For president, Mr. George H. Gable, of San Francisco, has the call. W. M. London, P. V. Schaefer, and L. M. Casselton stand to be well thought of for first, second and third vice presidents, respectively. Mr. T. J. Smead is mentioned for secretary and Mr. C. C. Jones for treasurer. The association will convene at its entirety from the election of this staff of officers. We should not be surprised to see it double its membership within the year. In any event, it is safe to predict that it will grow much more rapidly under the new regime.

If any one knows the state in the Associated Bill Posters' Association he has not divulged it. We know of no instructions to delegates whatever, hence can not hazard a prophecy regarding the official center for the forthcoming year. The difference between Mr. Campbell and Mr. Stoddard has taken on a national aspect. The war is likely to be arrayed against the east, with the difference—the west is solid for Campbell, while the east is not solid for Stoddard.

Provisional bill posters in the east, south, or west, or in any of our other sections, are advised to the "open" association along with Mr. Campbell, but are out-

spoken in their defense of Mr. Stoddard. It complicates the situation, and renders the outcome very uncertain. There exists, also, a well defined opinion in the east that the official organ should be brought to New York and published there.

We do not think that Mr. Campbell will enter any objection to such a course. Editing a paper and looking after the details of the publishing thereof is not child's play by any measure of words. It is work—often hard work. Quite frequently the duties and responsibility attached thereto are onerous, even burdensome, and it is impossible to exercise of a more thankless position.

If the eastern demands are really serious in their demands, they will do well to get slow. The *Bill Poster*, as it is now constituted, is a credit not only to the association, but to the entire bill-posting world. It is not likely that a change would improve it, and there is always the chance that meddling will prove harmful. It should be remembered that the paper is beloved for bill posters. It makes some claims every month. Its influence is powerful. It may not be felt directly, but it is there.

Another thing. When you are going to look for a man to take Mr. Campbell's place? It is easy enough to find such an editor. Any fool can do that, but when it comes to improving on the subject's work, who is there fitted to do it?

Mr. Campbell has framed a policy that has reasonably satisfied all, or nearly all, the members of the association. That is worth an immense feat, when the great diversity of opinion of the members is considered. Heaped and heaped is on all sides by a thousand and one foolish criticisms, he has yet made the publication interesting—much more so, in fact, than it would seem be possible. Finally, he has safely stated it through the sheets and notes that beset the course of all young and untutored petitioners. Have a new how you expect him. First find a man sure to succeed him, and then be sure that man is accorded to labor unobtrusively for ought but constant and able.

The action between the first facilities in assuming proportion which are entirely too formidable. It is well enough for members to contend valiantly for their opinion and conviction, but in the present instance the request deserves the rebuke of the association.

The quarrel split between the east and the west is lively continued and extended. The idea should not be entertained for a moment. There are far too

many associations now. No possible good could come from it, and much harm would surely result.

The scheme to export Mr. Stoddard is also radically wrong. Mr. Stoddard has done too much for the bill posters of the country to be accorded treatment of that kind. The only trouble with Stoddard is that he is in poor health. If he were well he would take his hand and lead out his soldiers, deliberate about the fact that he is not the only rock on the sea shore, he will get peace an exceedingly useful member of the association. That would be much better than this explosion.

MAKING IT PAY.

BY HARRISON BAYNE SHANNON.

Before taking up the subject of local patronage, I want to draw attention to the following letter. It illustrates a point to which many bill posters have referred:

St. Louis, Mo., June 1, 1897.
Dear Mr. Campbell: I have been very much interested in the Bill Poster and have been very much interested in the Bill Poster and have been very much interested in the Bill Poster.

I have had to get, print and send, and was it all for the last. It is being to reach with the advertising agent will be completely at the service of the advertiser.

I would really like to have it in your next issue, you could not only reach your important address of "Business Building." But I am sure I can help you in the future.

Yours truly,
HARRISON BAYNE SHANNON.

It is keeping completely up to date the bill posters, just as it is giving their cooperation and efficient service that will bring patronage. Keep it up—keep your eyes before them. Keep a standing advertisement in The *Bill Poster* to represent the work. It will pay.

It is certain on each and every. The greatest difficulty that every bill poster and distributor has to contend with at the present time is the indifference which the railroad or general advertiser manifests toward the bill poster. It is not possible to buy with the circulation, of course, it is worth less, the quality of the circulation is so unimportantly better than that yielded by the local advertiser that the advertiser has had greater.

However, it is a condition, not a theory, that motivates the country bill poster, and until the national advertiser

comes in his senses the bill posters in the small towns must needs get along without his patronage. This can readily be done. How? By working up a demand for space among your local retail merchants.

Now, Mr. New that has heard it and talked and you follow that has a town that is an good, I am after you. You see the very fellows I want to talk to, and I want you to follow me closely. There is money to be had.

My first going to tell you how I got my first commercial order. Afterwards I shall offer you some hints and suggestions that will prove highly valuable. I had been reasoning long and long about it, about it without landing on either, when, one evening while I was thinking the matter over, an idea came to me.

I had recalled that day a sample of an eight-cent card one of a whole about the bill form a well-known Cincinnati printing house. I had four firms in my town that handled them. I decided to try the thing. The paper itself would cost me only a very conservative sum, a maximum in the town, in fact, he had only agreed up some two months previously.

The next morning I went to the bank, showed him the samples and explained my scheme. He had heard throughout all the surrounding country, and I enlarged at great length on the feasibility of the farmer's trade. I received good answers and certain the return from posters were, and finally offered to put up twenty-five eight-ounce and ten whole-ounce for \$10.00.

The paper itself would cost me only a very conservative sum, a maximum in the town, in fact, he had only agreed up some two months previously.

"Mr. Shannon," said I, "I know it will pay, and just in time you that I mean what I say I'll guarantee it."

This opened his eyes, and we got down to business. I had him sign me the amount of orders he would like to make in the next month. I received \$25.00, and he decided that I should be paid the amount. He wanted to make a month's worth of them, but I would not have it that way. I insisted that whatever a man happened to be bought about the other purchases should be covered. Finally he agreed to this, but insisted on the sales reaching \$100.00.

I was understandingly I ordered the paper, agreeing that if I failed to give that amount in sales he was to pay for neither the paper nor the posting.

In due time the posters arrived. They were finished.

SHOES!

Any year in the house

SHOES!

SATURDAY, OCT. 15,

(the day after)

SHANNON'S

FINES!

There was four made looking into town, and I put up of the eight-ounce up to each of them, going out fully five miles. The other six I put up in town. The whole scheme is repeated in about the same proportions.

Well, you never saw anything like it. They came from all directions, and they all went to Shannon's. He, with his

THE L

TO WHOM IT MAY CONCERN:

We have this day, May 22d, 1897, s
to Siebe & Green. We wish to thank our pa
mend our patrons to Siebe & Green, the '
Advertisers, of San Francisco, Oakland and A
Yours ver

We Control OAKLAND an
26,000 Lineal Feet of Fenc
SAN FRANCISCO, 58,000
GUARANTEED WORK O

SIEBE &

Main Office, 11th and Market Sts., San Fran

ATEST.

old our Bill Posting and Advertising business
trons for past favors and we cheerfully recom-
"Up-to-Date" Bill Posters and Painted Sign
Alameda Co.

y respectfully,

STILLWELL ADVERTISING CO.,

Per A. L. STILLWELL, Pres.

ALAMEDA COUNTY Exclusively.

ng.

Lineal Feet, the choicest.

NO PAY.

GREEN,

isco.

Oakland, Cal., 461 7th St.

Horae Shows.

Chicago, Ill. ...

Expositions.

Exposition, ...

Races.

St. Thomas P. ...

Alpena Mich. Aug 10 to 11 ...

Detroit Wis. Sept 10 to 11 ...

Societies, Agents, Showmen

Largest list of societies to the world for ...



Woods, Jr., G. S. ...

I. H. ASIRE, BILL POSTER-DISTRIBUTOR.

EDGEMONT, MD. Pop. 5,000

RIGG BROS., The only licensed BILL POSTERS in the City.

Pittsburg, Pa. Pop. 50,000.

THE "TWIN CITIES" BILL POSTING AGENTS.

"How Is Your Western Trade?"

Well, so matter. The question is: "Do you want to increase it?"

L. M. CRAWFORD, Topeka, Kas.

Ask the billposters of Topeka, Wichita and Lawrence, Kan., and St. Joseph, Mo., will tell the people what you are doing.

OGDEN & CO.

Automatic Slot Machines.

Frank M. Deuel, Bill Poster and Painter.

165 Clark Street, CHICAGO, ILL.

FRANK M. DEUEL, BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.

Established, steadily as of 1870, business, total population, 1,000,000.



PROCEEDINGS

FOURTH ANNUAL CONVENTION

—IN 1910—

Wisconsin Fair Managers' Association,

Held at Madison, Wis., Feb. 2 and 3, 1910.

President—JOHN M. TAYLOR, Madison. Secretary and Treasurer—ANDREW BARNETT, Madison.

Members on Program—G. L. Rasmussen, Milwaukee; Otto Gustafson, Menomonie; James L. Meany, Chippewa Falls; M. P. Northrup, Appleton.

INTRODUCTION.

The publication of the proceedings of the Wisconsin Association of Fair Managers is a pleasure to me. It is the first time that the proceedings of this organization have been published in a permanent form.

The Wisconsin Fair Managers' Association is a body of men who are interested in the improvement of the Wisconsin Fair. It is a body of men who are interested in the improvement of the Wisconsin Fair.

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ARTHUR BARNETT, Secretary, Madison, Wis., February 10, 1910.

Recommendations for 1911.

The following resolutions were passed and adopted by the convention on the 2nd day of February, 1910, and are hereby recommended to the Fair Managers' Association for their consideration.

RESOLUTION I.

Resolved, That the Wisconsin Association should issue a publication for the purpose of giving the Fair Managers a means of communication with each other.

RESOLUTION II.

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PRESIDENT'S ADDRESS.

JOHN M. TAYLOR, Madison.

I want to say that I am pleased to see many here this morning on an auspicious day. It is a day of gladness and of hope. It is a day of gladness and of hope.

I am pleased to see many here this morning on an auspicious day. It is a day of gladness and of hope. It is a day of gladness and of hope.

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THE BILLBOARD

national department, which is said to carry out the country work, the report to the legislature that it would then involve the people, who are expected to vote on the proposition, and that it would then involve the people, who are expected to vote on the proposition.

Many sections for that exact thing were on the program, and they were on the program, and they were on the program, and they were on the program.

Speed Department. By GLENN STEVENSON, Lake Mills. The Speed Department is one of the greatest things that has ever happened to the world, and it is one of the greatest things that has ever happened to the world.

Discussion on Mr. Sharp's Paper. In the discussion which followed the paper, the following methods of advertising were mentioned: newspaper advertising, direct advertising, and other methods.

New Methods of Advertising. By JESSE S. SHARP, Chippewa Falls. The wide variety of means for these means is a condition precedent of their pricing in the successful stimulation of his partner's work.

Discussion on Mr. Rathbone's Paper. Mr. Rathbone would like to see the profession of advertising as a whole, and he would like to see the profession of advertising as a whole.

Resolved, That the Wisconsin Association should issue a publication for the purpose of giving the Fair Managers a means of communication with each other.

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to regard as the largest and best. I think it is superior to any other in the world. It is made in the U. S. by the American Iron Works Co. It is made in the U. S. by the American Iron Works Co. It is made in the U. S. by the American Iron Works Co.

New Features.
By GEO. CALLOWAY, Meriden, Conn.
Mr. Calloway gave a very interesting talk on the new features of the American Iron Works Co. He mentioned the new features of the American Iron Works Co. He mentioned the new features of the American Iron Works Co.

Benefits of Fencing Fair Crocots.
By J. G. MICHENER, Mitchell, Conn.
Mr. Michener discussed the benefits of fencing fair crocots. He mentioned the benefits of fencing fair crocots. He mentioned the benefits of fencing fair crocots.

Discussion on Mr. Bennett's Paper.
Mr. Bennett's paper was discussed by several members of the audience. They mentioned the paper and its contents. They mentioned the paper and its contents.

Tickets, Ticket Sellers and Ticket Offices.
By ARTHUR BARRETT, Madison, Wis.
Mr. Barrett discussed tickets, ticket sellers, and ticket offices. He mentioned tickets, ticket sellers, and ticket offices. He mentioned tickets, ticket sellers, and ticket offices.

with machinery here. It was objection to it... It was objection to it... It was objection to it.

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Attention.
Baldwin Bros., Ionia, Mich.
Professional Ballroom and Parlor Artists.

Purity Personal.
Mr. J. K. Bennett's address was mentioned. He mentioned the address and its location. He mentioned the address and its location.

For Privileges at Ripley, Ohio, Fair.
Ripley, Ohio, Sept. 28, 29, 30 and 31.
Wills to L. H. Williams, Secretary, Ripley, O.

Delavoie & Fritts.
The Continental Horsebreeders.
Delavoie & Fritts, 107 Broadway, New York.

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The Continental Horsebreeders.
Delavoie & Fritts, 107 Broadway, New York.



Delavoie & Fritts,
THE CONTINENTAL HORSEBREEDERS.
Credit out of show all, but we sell, for
Thames, Paris, Lyons, etc. Don't forget.
Get the original, and

DELAVOIE & FRITTS,
A COMPLETE FLEXIBLE
For any kind of show. Also our Big
Sweeney Waggon and Strong Box Art.
as STIFF & VOYAGED. Two Big Com-
plete Structures. Address WILLIAMS, DELA-
VOIE, on correspondence. Messrs. J. &
Sons, Carey Island, N. Y., will tell you
of July.

ATTENTION
Fact, Price, Exposition and General Features. Catalogue Announces it a reasonable
price. Write for list of addresses, prices, etc.
BALDWIN BROS., IONIA, MICH.,
PROFESSIONAL BALLROOM AND PARLOR ARTISTS.

WANTED, AGENTS, to sell our elegant

ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

**I WANT
T' KNOW!**



If you are wanting to distribute in Cincinnati,

if you see, I suppose you want it well done, that is, you want it done by the "day after yesterday" distributor, STEINBRENNER. We only employ sober, reliable men, who use good judgment in their distributing. They won't leave white advertising matter at a well known prohibitionist's. If you "want 'em" know rates, send along a sample.



See? **W. H. STEINBRENNER,**
Room 605 Lincoln In Court, 519 Main St
CINCINNATI, O.

W. H. STEINBRENNER, 519 MAIN ST., CINCINNATI, OHIO, U. S. A.

ECONOMY VS. EXTRAVAGANCE.

MIXERS
PASTE MIXER.



BRANCH OFFICE:
10 PARK PLACE,
NEW YORK CITY.

You may think that you are not extravagant, i. e., in the sense in which this word is commonly used, but if you do not buy by methods that take longer time and more labor, and whereby you waste more material, than would be the case if using more improved methods, then you certainly are. Use the correct meaning of the word extravagance in this respect is to spend more time, money, and energy than is necessary to accomplish a certain purpose, and which you certainly do if you make any quality of profit in your business and do not use one of

Number's Lightning Paste Mixers.

For full particulars and prices write to

J. H. DAY & CO.

344 B Harrison Ave. CINCINNATI, O.

DELPHOS, O.
W. F. TUCKER,

Licensed Bill Poster and
Distributor.

Kansas City, Mo. send her
enquiries
Confined population papers. Success
papers done it all. Send the matter to the
MIDLAND ADVERTISING CO (mem-
ber E. A. of D. J. Joe. Reno, Minn., 247
Grand Ave., Kansas City, Mo.)

BRANTFORD, CAN.
POP. 17,000.

Chas. H. Davis & Co., Bill Posters and Ad-
vertisers, 205 and 207 Broad Street, New
York. Branch distributors.

Reinhold, Ft. W. Kingsley,
sales and circulation managers Address
20 Wm. St., Newark, N. J.

R. W. STORRS,
De Fuziak Spiegels, Optics.

*An error all West Florida copies of this
month in last issue corrected.

Bill Posters' Push Cart.

Good for small towns and short routes in cities. The style of wheel design gives lower center of gravity and is reported as a great improvement over the standard wheel of other designs. It is equipped with gear for going back and water tank. The handle is hand held and the wheel is hand held.



They are beautifully painted, substantially built, will last a lifetime and I can think of no other cart for your purpose.

\$24.50 EACH.

Bill Posters' Pony Cart.

Light carrying and durable. This vehicle is based on best known in the kind and is a lightweight. Has gear for back water tank, etc. and the handle is hand held and the wheel is hand held.

\$44.50



JOHN H. MICHAEL,

Manufacturer Bill Posters' Vehicles.

225, 227, 229 East 8th St., CINCINNATI, O.

ACCOUNTANTS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountants' Associations, together with original inquiries and investigations. The most excellent accountants are contributors.

SCIENCE OF ACCOUNTS. ART OF BOOK-KEEPING.

ACCOUNTANTS answer questions in higher accounting and book-keeping practice; contains Independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully edited; edited by A. O. KITTRIDGE. Subscription One Dollar a year.

Accountants' Association,
WOOL EXCHANGE, NEW YORK.

Merrill, Minn. Pop. 18,000
J. D. Mattie, 232 1/2 1st Street and Streeting
St.

Charleston, W. Va. Pop. 18,000
J. D. Mattie, 232 1/2 1st Street and Streeting
St.

Oakland, Cal.
Deane & Co., 222 Post and Posting
St.

Send 20 cents,

Stamps or drive,

—FOR THE—

**MASCOT
DATE BOOK,**

HENNEGAN & CO.

CINCINNATI.

Posters for Fairs.

The best and finest line of posters for the Season of 1897 is that of THE DONALDSON LITHO. CO. It is also the largest. They have Posters suitable for advertising anything, from a National Exposition to a "Pumpkin Show" and in greater variety than any other house in existence. The line embraces Agricultural Machinery, Vegetables, Cattle, Swine, Poultry, Running Races, Trotting Races, Bicycle Races, Hippodrome Races, Athletic Sports, Bench Show, in fact anything and everything that the Fair Manager can possibly wish for.

Samples free. Address,

THE DONALDSON LITHO. CO.,

CINCINNATI, OHIO.

Patented Magnetic Hammers.

Just the thing for Card Tackers.



This hammer is a new invention which will work under any or all magnetic power. The pointed handle and magnetic end drive on the nails which hold the card or the sign in place and it gets into work on any magnetic surface without any noise or vibration.

Donaldson Lith. Co.
Cincinnati, O.
These signs are mounted from one to five inches in height. Equipped in good condition. They can be used on any sign that is in the line. They are also for putting on signs that are over used. These signs are made by the
Donaldson Lith. Co.
Cincinnati, Ohio.

SAVES CLIMBING.
SAVES WORK.

Weight 10 lbs. 10 oz. 10 oz. 10 oz.
10 lbs. 10 oz. 10 oz. 10 oz.

DONALDSON LITHO CO. Sole Agents,
CINCINNATI, O.

1110 BELL STREET, CINCINNATI, OHIO. 1897. C. O. D.

Bill Posters' Paste Brushes.

This brush is especially made expressly for us, and is fully warranted. It is the cheapest GOOD Brush you can find any where.

PRICES.

8 inch, \$1.25 each.
9 inch, \$2.00 each.
10 inch, \$3.00 each.



This is our celebrated
"UNEXCELLED"

The Best Paste Brush made. Popular everywhere as a matter of its great durability.

PRICES.

8 inch, \$1.75 each.
9 inch, \$2.50 each.
10 inch, \$3.50 each.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Patented Paste Brush Handles

Made Expressly For

Traveling
Advertising
Agents.

Will fit heads of a bill
hook. Great convenience.

HANDY, DURABLE,
STRONG, RIGID.

PRICES:

7 feet, 2 sections, - - \$1.25
10 feet, 3 sections, - \$1.75

Donaldson Litho. Co.
CINCINNATI.

Sends with order. Name sent C. O. D.



BIG MONEY FOR GAVE MEN.

You can make money selling our \$2500 and \$1000 bills and \$500 bills. We have the only manufacturers of the bills in the world, and we have the only distributors in the world. We have the only distributors in the world. We have the only distributors in the world.

W. H. CASE, Manager, 44 Ave Street, New York City, U. S. A.

1897. "Everything comes to him who waits while he waits." 1897. The Hustler Advertising Co.

Every person
needs good
lead in all cases.

OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

The only method
of distributing
advertisements in city.

W. H. CASE, Manager.

24 NORTH MAIN STREET. FORT WAYNE, IND.



YOUR PORTRAIT.

We will send the Advertising World (price 75c) and explain your portrait, style beneath, and furnish you ready for any printer to print from, all for \$2.50. Good photos, which will be returned. Billions, none can afford if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address.

THE ADVERTISING WORLD, Columbus, Ohio.

WE DISTRIBUTE Circulars, back signs, joblets, and do all kinds of out-door advertising; also furnish names of people of this country; you send us 5 cents per list, or 25 per 1,000. New Jersey County is our territory. **J. H. GIBNEY, NEWARK, N. J.**

The W. D. Husted Advertising Co.

Trade and Bill Posters.

Illustrations, Bulletin Signs, Posters.

Out-door Advertising of every description.

Office: 67 Main Street, Mansfield, Vt., U. S. A.

WE GIVE YOU CONTROL ALL RIGHTS AND POSTING PRIVILEGES IN

MANSFIELD.

The leading town in the "Northern Tier," over 4,000 square feet of territory.

Also have boards and posting privileges in every town in the county.

Established 1849. City Population, 120,000.

NATIONAL DISTRIBUTING CO.

CIRCULAR DISTRIBUTORS AND SIGN TACKERS,
15 & 17 Winder St., DETROIT, MICH.
Send for price list.

A NEW ADVERTISING NOVELTY.

A New Leather Case, with year ad. on it, for carrying Single Pocket Watch. If you want to catch the boys, this will do it. Sample, 50c. Fifty of our good things.

PARKER & HAFFNER, Leather Novelties, WILLIAMSPORT, PA.

CATCH THE SPARE FOR NEW NOVELTIES.

AGENTS WANTED Either ladies or gentlemen, to sell our new

① **HIGH-GRADE TOILET SOAPS AND PERFUMES,**

You can start a profitable business without any capital, provided you can sell our well recognized, responsible business men of your town or city, and mention in what publications you saw this advertisement.

② **THE MINETAUX SOAP & CHEMICAL CO.,** CINCINNATI, O.

NOTHING EXCELS THE SERVICE RENDERED BY THE BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR
OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

Special care given in
demonstrating
P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

ADVERTISING MANAGERS:
Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming few months? They go there to whale away the time, to be comfortable and have no care.

Save Your gut feeling to call their attention to, which they are life Strika while the Iron is Not!
We can reach all these people. Send us your booklets, samples, or circulars in any kind of advertising matter.

D. J. Lefebvre Adv. Co.
RELIABLE DISTRIBUTORS.
Box 483, Manchester, N. H.
Keep Our Address For Future Reference.

Press Clippings
Kansas City, Mo. No. 300,000.
Published by the Kansas City Press-Clipping Bureau, 107 Broadway, New York, N. Y.

THE MANHATTAN PRESS-CLIPPING BUREAU.
NEW YORK. LONDON.
AFTER CABBOT, Managers.
Cantonment Building,
No. 1 West 4th St., New York.

Supplies cheap clippings for Trade Journals, and all of our agents. Best facilities. Also CHASE & MERRILL, Inc. is one of our regular patrons.
Box CALVERT 5, BRIDGE.
You have the best facilities of anyone in the field in your business.

BOSTON, MASS. Pop. 500,000.
Lester Street, (between 2 North Ave. & 3 North Ave.)

S. C. DRAPER, Perth Amboy, N. J.
CITY BILL POSTER, DISTRIBUTOR, SIGN TACKLER.

ALL New Books. Work Done by Reliable Men.
MANNING, S. C.
107 Broadway, New York, N. Y.

TRENTON, New Jersey
The Trenton Bill Posting Co.
We are the only Bill Posting Co. in Trenton, N. J. We have the only Bill Posting Co. in Trenton, N. J. We have the only Bill Posting Co. in Trenton, N. J.

Aurora, Ill. B. MARVIN,
625 Poplar and Courtland, Street, U. S. A.
Pop. 50,000.

SEND FOR A COPY OF
Business
The Office Paper.

Send for a copy of our new Bill Posting and Sign Tacking Book. It contains all the latest information on Bill Posting and Sign Tacking. It is a must for every advertiser. It is a must for every advertiser. It is a must for every advertiser.

BILL POSTER, DISTRIBUTOR, THROUGHOUT ARKANSAS. J. F. CLARK. CONWAY, ARKANSAS. RATES LOW. BOX 52.

LAGUNA, N. H. Pop. 15,000. Joining agents, 1822 1/2 Ave and Wagon St. Call for map and prospectus. 171. A Great? Big? Will you sell out the people of Wilmington Bay? To advertise all kinds, copy and service. We have long understood the art of advertising. Wilmington Bill Posting Co. WILMINGTON, DEL.

M. H. HALL, N. Y. Pop. 10,000. Joining agents, 807 S. Main St. W. M. Wells, Director of advertisement to U. S. MAIL, Boston

HENRY C. CROSSBY ADVERTISING SIGNS. Boston, Boston, PATERSON, N. J.

Evansville, Ind. 70,000. Licensed to advertise Bill Posting and Illustration. A. E. BENTLEY, Only Licensed BILL POSTER IN OREGON, Capital of California Territory, 10,000 foot of space, and statistics guaranteed. Rate made like we on application.

WOODLAND, CAL. Wood & Manufacturing, Bill Posting.

C. F. Bangasser & Co. CITY BILL POSTERS AND DISTRIBUTORS. NEW YORK. MICHIGAN, ILL. CARLISLE, IND.

NOWLAND Advertising Agency Co., Boston, N. Y. "Mr. Manager!" "One Moment Please."

We post national advertising signs, notify all buyers, show names, classified directory and address. OUR cards are expert and up to date. WE do all printing, distributing and taking. WE use seven feet of space, beauty, grace, perspective and World's Fair diploma. DUES, boards, stock, labor and prices are O. K. WE have an allegro, back down, "charlie lesson," boys or "booms." WE want your address, acquaintance, walk and reputation, our job always renewed, "in a year more."

C. T. Smith & Co., Brantford, Canada. Population of City 7,000. County 50,000. Country 5,000,000.

MEMPHIS, TENN. CHAS. W. YOK. Bill Poster and Distributor. HAVERHILL, MASS.

OREGON SIGN CO. L. A. DANIELS, City Bill Poster and Distributor, SANTA CRUZ, CAL. POPULATION 5,000.

BELVIDERE, ILLS. STERETT Show Printing Co. Troy, Ill. S. H. WOOD, Bill Poster and Distributor.



FLY EXIT. Can be attached to any screen door in ten minutes, and will not tear easily of use. They always meet species, and when they reach the top are on the outside. Agents wanted in every town and city. Sample, by mail, 25 cents. THE TAYLOR FLY EXIT CO. URBANA, OHIO.

The Bill Poster

FAYETTEVILLE, N. C. CHILLICOPEE, ILL. LARAMIE, WIS.

The Ad Book California's Advertising Journal. The Ad Book Press 320 SANSONE ST. SAN FRANCISCO, CAL.

MILFORD, MASS. Pop. 9,000. Fort Wayne City Bill Posting Co. WATERBURY, MASS. STAVANGER, MINN. F. R. Peterson, Galva, Ills.

WINONA, MINN. Pop. 35,000. Wagon Clearing Co., U. S. Road at General Columbia Advertiser, May 1906.

John T. Williams, Bill Poster, 346 MORRISON STREET, PORTLAND, OREGON. Population 90,000. Established 1868.

The English counterpart of The BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 217 East Eighth St., Cincinnati, O.



E. BOWMAN Bill Posting and Distributing Co. 1824 SIXTH AVE. NORTH, QUINCY, ILL.

WATERBURY, MASS. STAVANGER, MINN. F. R. Peterson, Galva, Ills.

TERRE HAUTE, IND. JOHN W. WOODS, Advertising, 28 South 2nd St.

GOOD DESCRIPTIVE STANDS

Are always better than bum hand-painted affairs, crudely executed and poorly planned. The trouble has always been, heretofore, to get a small quantity at a reasonable price. We have

SOLVED THE DIFFICULTY.

We can give you good work, and sell you **ONE STAND** at a reasonable price. Here is the way a Twenty-Sheet looks:



Send us copy and One Dollar, and we will make you up a sample. Here is a chance to interest your local merchants.

PRICES ON TWENTY-SHEETS:

1 Stand	\$1.00.
2 Stands	1.80
3 "	2.10.
4 "	2.60
5 "	3.00

Red Letters, 52 lo. high, 28 lo. wide, same design as above. and Solid Blue Border.

HENNEGAN & CO., Cincinnati, Ohio.

GRIT!

(AN OPEN LETTER.)

WILLIAMSPORT, Pa., May 6, 1910.
 Dear NEIGHBOR, CINCINNATI, O.

One day we have a proposition to make to a reliable bill poster on delivery in each of a good many cities, towns and villages of the United States and Canada. It would take advantage of, possibly to some of these and to all of them.

We publish a first-class family newspaper, known as PROSPERITY VANIA GRAY. It is a reliable bill poster on delivery in each of the above-named towns. There are very few bill posters who do as well as we do, as good bill which we do as well. We send papers for sale upon commission. Good copies are responsible. We supply all kinds of advertising matter liberally. Why not? The representative bill poster just the fellow we're looking for in general agent in his town? Why are we not the people he wants to work? He can get the boys which he can serve and control to work in his towns. He can show better a new on delivery of each week which will be clear gain. He can advertise his own business and take advantage of the "business spots" which are bound to come near and then.

The papers will sell all right. Experience teaches that. Handbills are sold each week in New York, Cincinnati, St. Louis, New Orleans, Kansas, St. Louis, Georgia, in Illinois, Kansas, in Michigan, in Kentucky, Iowa, and in thousands of other places. One locality seems to be good as another.

We will send simple copies and complete information to any who asks for them.

Truly yours,

GRIT PUBLISHING CO.
 Williamsport, Pa.

Mattapa, Mass. O. L. Goshing
 (General Distributor and Sales Agent)

Ottawa, Massell and Soneca.

HARD DIST. CO.
 1000 Broadway, New York, N. Y.

Atlanta, Ga. 124 Haynes St.
 Wm. F. Patton, Corinth, Miss.

Marblehead!

One of New England's grand summer resorts. Has a population of 15,000 in summer, and throughout the year is not the least attractive and enjoyable resort. People here have as much money to spend as those in larger cities. Good paper 100,000.

The Noon Bill Posting Co.
 MARBLEHEAD, MASS.

Chillicothe, Mo. Z. B. Myers,
 General Ad. Agency, Young, Hancock and Hill, Postville, Iowa, 27 1/2 Cts. per page. Will send.

W. E. Patton, Corinth, Miss.
 General Ad. Agency, Young, Hancock and Hill, Postville, Iowa, 27 1/2 Cts. per page. Will send.

Wm. S. Hart & Co., Boston, Mass.
 Station 7, Boston, Mass.

Paris, Ind. Chas. W. Steffen
 Limited City 201; Power and Distribution.

RUFUS MIKSCH.

DISTRIBUTOR

**BILL POSTER AND SIGN TACKER,
 RED CLOUD, NEB.**

REFERENCE IF REQUIRED.

“STILL AT THE FRONT.” G. N. Raymond

ROBINSON BALLOON CO.

The Careful and Reliable Aeronauts,

Balloon Ascensions and Parachute Descents. Special Attractions for Fairs, Celebrations, etc. Night Ascensions with Fireworks a Specialty. Terms Reasonable.

Permanent Address, New Gail Hotel, Cincinnati, Ohio.

The Christmas Billboard, 1897.

During the year 1910 THE BILLBOARD has been the one special number. This will be the Christmas (and New Year) issue. It will consist of 16 pages, handsomely illustrated, and will contain the latest news, sporting illustrations, etc. It will be a special number. The advertising rates will be as usual per space inch, with one cent added for specified positions.

LARGE ADVERTISEMENTS.		LITHOGRAPHED PAGES.	
Whole page	\$25.00	Page 2 of Cover, in 2 colors	\$100.00
Half page	12.50	Page 3 of Cover, in 2 colors	100.00
Quarter page	6.25	Page 4 of Cover, in 2 colors	100.00
Light page	3.00	Double page center, in 2 colors	200.00

Advertisements will be made from these prices, and no discount of any kind. Copy the ad-vertorials on lithographed pages must reach us not later than 10 A. M. Last 10th of each month. Rate of 1000 pages, 100,000.

The Babbitt Entry and Record System.

(For keeping track of Entries and Awards, and Money Received From and Paid to Exhibitors at FAIRS.)

DESIGNED IN 1890, AND IMPROVED IN 1897.

A Man Who Knows The Business.

Free 35c. (also when your list arrives.) Will send an ad. to you, and stand the express to see that you do not lose them.

Arthur Babbitt

Secy Wisconsin Fair Managers Association. ART Secy Wisconsin State Fair, MADISON, WIS.

The Helleberg Photo-Graving Co.

CINCINNATI, OHIO.

Process Engraving on Copper and Zinc.

Wood Engraving and Electrotype Designing.

Send for our Catalog.

AGENTS WANTED

NOVELTY SIGNS.

1000 copies, printed on colored card stock, ready for use. They are a low investment of 50 cents per copy. They are sold at 1.00 per copy. They are sold at 1.00 per copy. They are sold at 1.00 per copy.

PAINTED SHOW CARDS.

1000 copies, printed on white card stock, ready for use. They are sold at 1.00 per copy. They are sold at 1.00 per copy. They are sold at 1.00 per copy.

MUSLIN SIGNS.

1000 copies, printed on muslin, ready for use. They are sold at 1.00 per copy. They are sold at 1.00 per copy. They are sold at 1.00 per copy.

OIL CLOTH SIGNS.

1000 copies, printed on oil cloth, ready for use. They are sold at 1.00 per copy. They are sold at 1.00 per copy. They are sold at 1.00 per copy.

HEAVY CLOTH SIGNS.

1000 copies, printed on heavy cloth, ready for use. They are sold at 1.00 per copy. They are sold at 1.00 per copy. They are sold at 1.00 per copy.

GOLD LETTERING.

1000 copies, printed in gold lettering, ready for use. They are sold at 1.00 per copy. They are sold at 1.00 per copy. They are sold at 1.00 per copy.

Val. Schreier Sign Co.
 MILWAUKEE, WIS.

Texas, Art. 3,000 ft. of boards
 W. 4111, San. 10.

HILLSBORO, TEXAS.
 1000 copies, printed in gold lettering, ready for use.

Santa Fe, N. M. A. N. Bartholomew
 and Family, Victor and Distributor.

LAVERNE, MINN. Pop. 3,000.
 1000 copies, printed in gold lettering, ready for use.

Nashville, British Col. Pop. 5,000.
 A. A. Smith, owner and printer of all bill posters and signs.

Wilmington, N. C. Pop. 20,000.
 1000 copies, printed in gold lettering, ready for use.

Orange, N. Y. F. E. Moore,
 1000 copies, printed in gold lettering, ready for use.

LIMA, OHIO. Pop. 20,000.
 1000 copies, printed in gold lettering, ready for use.

Clarkburg, W. Va. Pop. 5,000
 1000 copies, printed in gold lettering, ready for use.

Waukegan, Ill. Wm. S. Hart & Co.
 1000 copies, printed in gold lettering, ready for use.

Pe'keson, N. Y. 24 Woodstock St.
 M. E. Smith, printer of all bill posters and signs.

LORAIN, O. P. J. SMITH.
 1000 copies, printed in gold lettering, ready for use.

THERE IS ONLY ONE.



There is only one exclusive Billboard Contracting Agent; there are several people who contract to place bill posting, but there is only one who does this work *exclusively*.

I occasionally place other business, but if so, it is done at the advertiser's express demand, and not because I recommend the other method.

I have no chestnuts of my own to sell the advertiser—no fences, no walls, no billboards, no street cars; I am therefore free to give *disinterested* advice to the advertiser, as I make the same profit on one order that I do on any other.

If you are an advertiser, and if you want disinterested advice and expert service send for me. I place bill posting in New-York City or in San Francisco; in Duluth or in New Orleans; in the largest cities or in the smallest "cross-roads" villages. I charge you the bill posters' regular rates—no more.

Besides taking the work off your hands I can do more; I get your work out promptly, because every bill poster knows me and my reputation for promptly paying all bills. No matter how high your financial rating may be, all bill posters do not know you; and as they have numerous uncollectable accounts on their books they naturally hold your orders till an investigation of you can be made. This does not happen with my orders, because they all know me, have known me for years, and have never had to wait for their money.

Come and see me.

Sam W. Hoke

Long Distance Bill Poster,

107 West 28th Street,

Telephone Connection.

New York.