### Classified Advertisements

#### Billboards' Directory

<table>
<thead>
<tr>
<th>Location</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>South Framingham, Mass.</td>
<td>W. B. Townsend's Poster five times every 4 weeks.</td>
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<tr>
<td>Owatonna, Minn.</td>
<td>M. H. Townsend's Poster five times every 4 weeks.</td>
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<tr>
<td>Woburn, Ill.</td>
<td>O. R. &amp; M. Poster.</td>
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<tr>
<td>Lima, Ohio</td>
<td>N. H. Poster.</td>
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<tr>
<td>Manchester, N. H.</td>
<td>W. &amp; T. Poster, twice weekly.</td>
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<tr>
<td>Bowling Green, Ky.</td>
<td>F. T. Poster, every 3 weeks.</td>
</tr>
<tr>
<td>Dayton, Ohio</td>
<td>J. S. Poster, every 3 weeks.</td>
</tr>
<tr>
<td>Marion, Ind.</td>
<td>M. H. Poster, every 3 weeks.</td>
</tr>
<tr>
<td>Madison, Ind.</td>
<td>L. D. Poster, City Hall Poster &amp; Distributor.</td>
</tr>
<tr>
<td>Northfield, Ill.</td>
<td>F. B. Poster, every 3 weeks.</td>
</tr>
<tr>
<td>Newport, Ky.</td>
<td>W. D. Poster, every 3 weeks.</td>
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<tr>
<td>Louisville, Ky.</td>
<td>W. D. Poster, every 3 weeks.</td>
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<tr>
<td>Covington, Ky.</td>
<td>W. D. Poster, every 3 weeks.</td>
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<tr>
<td>Greenfield, Miss.</td>
<td>For bill posters and distributing, address, R. M. Dana, 224 W. Madison St.</td>
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<tr>
<td>St. Charles, Ill.</td>
<td>5. O. Poster, every 3 weeks.</td>
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<tr>
<td>Waukegan, Ill.</td>
<td>5. O. Poster, every 3 weeks.</td>
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<tr>
<td>Cuadros, Mo.</td>
<td>J. N. Poster, every 3 weeks.</td>
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<tr>
<td>Clinton, Ill.</td>
<td>J. J. Poster, every 3 weeks.</td>
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<tr>
<td>Lexington, Ky.</td>
<td>J. L. Poster, every 3 weeks.</td>
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<tr>
<td>Fostoria, Ohio</td>
<td>J. N. Poster, every 3 weeks.</td>
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<tr>
<td>Wallace, Idaho</td>
<td>J. N. Poster, every 3 weeks.</td>
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<tr>
<td>Caldwell, Kan.</td>
<td>J. N. Poster, every 3 weeks.</td>
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<tr>
<td>Memphis, Tenn.</td>
<td>J. N. Poster, every 3 weeks.</td>
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<tr>
<td>Columbia, Mo.</td>
<td>J. N. Poster, every 3 weeks.</td>
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<tr>
<td>New York, N. Y.</td>
<td>J. N. Poster, every 3 weeks.</td>
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<td>Nashville, Tenn.</td>
<td>J. N. Poster, every 3 weeks.</td>
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<td>Cleveland, Ohio</td>
<td>J. N. Poster, every 3 weeks.</td>
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<tr>
<td>Chicago, Ill.</td>
<td>J. N. Poster, every 3 weeks.</td>
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<tr>
<td>Cincinnati, O.</td>
<td>J. N. Poster, every 3 weeks.</td>
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#### Advertising

- Advertising in all cities handled.
- Advertising in all countries.
- Advertising in all languages.
- Advertising in all periods.
- Advertising in all forms.
- Advertising in all sizes.
- Advertising in all types.
- Advertising in all styles.
- Advertising in all colors.
- Advertising in all materials.
- Advertising in all media.
- Advertising in all channels.
- Advertising in all formats.
- Advertising in all markets.
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BILLOBOARD ADVERTISING is the Official Organ of the Associated Bill Posting's Association.

BILLOBOARD ADVERTISING.


Vol. IV, No. 4.
CINCINNATI, NOVEMBER 1, 1895.

BILL BOARD ADVERTISING.

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

The circus and show people have for many years depended largely on bill board advertising for their publicity, yet their very existence, and it is only within the past few years that the larger commercial firms have adopted display advertising as a medium, and now we find that they have paid that we are unable to say, but the fact is that the repeated orders, with increase of time and space, is indicative of the fact that the bill posting done in larger cities, with strong lithograph posters, must have yielded them handsomely.

A complete service is guaranteed by us to all advertisers; lists of open locations are furnished in writing and contracts are fully carried out in every instance, renewal paper being furnished by the advertiser to keep the showing complete. The posting of years ago, such as sheds, 

 Clarence E. Runey.

sales, legal notices, etc., etc. The first authenticated record we have of display advertising in the way of posting and signs done under contract was in the year 1889 in London, England. At that time the late Mr. Col-Sungwood, was engaged by the town council to travel through the byways and highways of the town ringing a bell and crying out auction sales, lost children, court notices, etc., etc., until the demands for his services became so great that he was unable to remember all the various notices posted and tasked thereon. If our ancient friend, Mr. Col-Sungwood, was to return to earth again and visit the many poster and printing establishments in the Metropolis, Boston, Philadelphia, Baltimore, Cincinnati, Detroit, Cleveland and Buffalo and witness the mammoth process, running day and night, ten months out of each year, turning out posters by the millions in various colors and designs, running from one press to another, and thence every 600 rolls and finally finished in beautiful colors, advertising almost every

thing under the sun, and then take a trip through the Metropolis and suburban territory and see the hundreds of large protected bill boards built of solid iron on roofs of nearly every low building, on the lines of the various "L" roads, and the thousands of protected bill and bulletin boards, from to 10 feet high and from 25 to 300 feet long, erected on vacant lots in all the avenues, principal cross-town streets, boulevards, drives, entrance to parks, etc., etc., throughout the city, he would surely be well satisfied with his human

beginning, and built with pride the progress which has been made during his absence. The show people take great care and give closer attention to their posters posting them in the custom with our commercial men. The showman gets designs from the various lithograph establishments of the country in the way of sketches, drawn to a scale, and use one, two, or all. The stands, usually average from 23 1/4 feet long by 10 feet high the 35 and 36 feet long by 10 feet high. The lithographer's artist visits the theater where the play is being rehearsed; sketches of the various scenes are worked up into forms and reproduced in large and small posters. Many of our commercial advertisers take quite as much time and trouble in arranging their printing, but the majority do not; we only wish that they would do so, and whenever such commercial advertiser takes the same care and attention that the showman does the results are always beneficial and satisfactory.

As a rule when commercial advertisers secure 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 instances where the commercial firm is that they first place their order with any present, and if they happen to know and send a six-dollar-a-week clerk to interview the bill poster and make the arrangement to have the posters "stock up" as cheap as possible; such advertisers invariably meet with failure from the start, and forever after we are sorry to see 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 boards in the Metropolis, or any other large city, is to pay a visit to the principal bill posting firm and see for their representatives, explaining your ideas fully; amount of money to be expanded; time contract is to run and the territory, either in the city or county, to be covered, and in this way the advertiser gets all the facts and information as to size of posters used, and what will make the largest and best display for the money to be invested, and then secure a special rating on the bill posting firm for furnishing sketches, designs, etc., and take the same business premises, you would if you were to open an credit account with any new business firm, to whom you had to interest a line of goods for the same amount of money you proposed to invest on the posting contract. In this way the advertiser is always on the safe side.

Thus are advertising agencies who make
it their business to contract for bill posting and advertisements—some are good and some are bad, just the same as in any other line of business. We only know of a very few such firms in this country who are worthy of confidence and recognition, and who will treat an advertiser as a brother or friend would do. There are many others (we know most of them), and as a rule they are out for what they term "the dust," and in securing the advertiser's "business" they invariably land the quilt that lays the golden egg, while if such advertisers were to get started right they would be sure to make an ending from success to the start.

It costs the public nothing to view the display advertising in the Metropolitans or any other city newspaper, magazine, or other periodicals to buy; an nickel-in-the-slot or car fare required. Is it a wonder that bill board advertising is so popular; is it strange that it is creating such selfish commendation, and can you wonder that it is being adopted by many of our foremost merchants the world over? We are firm believers in all legitimate advertising, but can only recommend four mediums as being factors. First on the list, of course, comes newspapers, and second posting and sign advertising, third distributing from house to house, and fourth the "L" and surface car lines; they are all good mediums, and when used jointly one helps the other, and satisfactory results are sure. We have not yet seen a novel advertising scheme that has proved beneficial to any advertiser; they are failures from the start, and we cannot call to mind one single success in the way of a novel advertising scheme. The bill board bulletin advertising business in the Metropolitans to-day was never in better or more satisfactory shape.

The three principal firms engaged therein are A. Van Beuren & Co., Harry Musson and Regan & Clark, have within the past month formed a contract and agreement between themselves to conduct their business under specified rules, with several thousand dollars deposited with the Washington Trust Company as a guarantee of good faith each to the other. This insures the advertiser getting satisfactory service at a universal cost for the issue, which cost is made as moderate and fair as possible, bill board and bulletin display advertising can be done in the Metropolitans and suburban districts—Art in Advertising.

PICTURES IN ADVERTISING.

By Joel Ludas.

We seem to be living in an age of art. The new processes and methods, which modern invention has brought about, make pictures accessible for all purposes, artistic and decorative. The cheap toy magazine owes an overwhelming part of its attractiveness to the Illustrations, which only a few years since would have been unattainable; or their equivalent was procured, too costly to be considered. It is quite evident, too, that we have not got to the end of this development. There are other ways which will be soon found out, and other effects than those produced by the so-called "process" style must yet appear. But we are left to depend on new inventions, and in the meantime some fashion too good to pass out of existence. There is the old Bewick fashion, still intensely interesting which makes the surviving books contain the Bewick cuts, in excellence, much sought after—say nothing of the silhouette and the mezzotint, the last of which with admirable art quality in the old "Animals" that addressed the public between every Christmas and New Year's.

For good so were some of these pictures that any survivor of the time when they were dominant need not blush for them, or be ashamed to have them compared with our best specimens of contemporary periodical art.

In considering the application of pictures, however, to utilitarian and especially to advertising purposes, it must be remembered that we have got to work with the machinery of rapid printing, applied to large editions. Even our best magazines do not treat us to etchings, because the cost makes them make less intercourse possible. One could be inserted.

FRONTISPICE.

Our first page this month is accredited with a exceedingly good likeness of Mr. H. S. Holte, the blessing general agent of the International Association of Distributors, and manager of Holte's Green Queen Distributing Service. He was born April 28, 1829, at Fort Wayne Ind., and raised the trade of cabinet maker. This profession he pursued at various times in Chicago, Cleveland, Dayton, O., Marietta, O., and Kansas City, has entered the advertising business in these three years since. His initial venture was made in Cincinnati on which soon he was handed a large contract for the Stroock Bros., Wheeling W. Va. The work proved commendable, and recognizing the possibilities of the business he decided to devote his entire time and attention to it. He has made a most pronounced success of it and the great success of the International Association of Distributors, is due to his efforts in no small measure.

NOTE.

Members of the International Association of Distributors of North America will take notice that the office of secretary and treasurer, has been removed from Etonnay Station, Va., and in

A BillBoard In "Vicksburg, Miss."

That was covered by six men of Car No. 1, at the Walter L. Main Show in 36 minutes.

Elders, Jenk & Raborg

"Excelsior"

Circus Posters

And;

BILLODER BRUSHES

Made of Hard Wood head bound with Ebonlavored insect. Rubber and wire. For the protection of most reliable brushes from the United States and Canada.

Size 3 1/2 in. Price, $3.00 per doz. $2.75 each.

Extra Extra for Circus and Travelling Shows.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.
Slander.

The disposition shown by bill posters and distributors, located in the same places, to slander each other in order to secure work, not only betrays a mean but cowardly disposition, we don't care who indulges in the practice. If a man, be he a distributor or bill poster, indulges in defaming his fellow-man with the expectation that by such a course he will gain an ascendancy over a competitor, is simply preparing for his own downfall! Every man in life is entitled to a certain degree of consideration from others, and as 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 command as much respect from a competitor as from out of a different calling. And simply for the reason that a distributor is trying to obtain a contract in an honest manner, and is likely to succeed, is no reason that he should be subject to the assassination 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 one

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

Circular Advertising.

We recently received, with a request for criticism, a circular which a Western publisher had sent to us for our purpose which we cannot understand. It is about the size of a full groove circus poster, but not nearly so pretty. The only way in which a man could read it would be to hold it up on the floor, get down on his hands and knees, commence at the top and crawl backward over it. Of course, no one is going to 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 price list of everything a man needs in his journey from the cradle to the grave, and we presume it laps over into the future state.

This kind of circulizing isn't advertising: It's immorality. No one reads such stuff, and we are surprised that so many merchants keep it up. Smaller circulars, too, are spoiled by containing too much matter, and by being "cheap and nasty." The funny dodgy blot that is left in people's vestibules or mailed in an equally flimsy envelope with a one cent stamp on it, is read by people who have nothing in the world to do, who simply want to kill time and don't care much about living themselves. Such people haven't any money to spend, and would buy beer if they had.

There is a way to advertise by circulars and we receive circulars nearly every day which compel us to read them, whether we wish to or not.

In the first place, the paper and envelopes used must be of the best and the display and the press work must be tasteful and artistic. 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 snubline 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.—Brains.

Fair, Field and Farm, a new paper, which, as its name implies, is devoted to Fair, Stock and Farm Projects, has made its appearance. It is published at Dallas, Texas.

Shall the Theatres Control the Bill Boards?

There has been some agitation going on over the recent question, Shall the THEATRES control the bill boards? During the past week the question was discussed in an informal way. The object was to sound each manager privately, then to have a general meeting to take action on the question. Shall managers control the bill boards? That indeed is the question, and it will be the question a century hence. The bill board advertising has reached gigantic proportions. Not alone are managers satisfied with the ordinary paper being pasted, but some have employed skilled printers who have printed highly colored signs where permanent attractions are the rule. It is claimed these signs are of more service; 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 secure the space as if the space was given over to paper. Bill board advertising in New York is a science. It is the study of the bill posters who have thousands in reserve, and it is pretty safe to say that they do not right will not be affected without a vigorous fight. Some time ago, and it is not so long ago either, managers thought favorably of giving up bill board advertising. The moment the start was made the commercial interests took up the space in alarming proportions. Everywhere from corners down, and up, who thinks the stuff was advertised, with the result the theatre fell in the rear, and it took a vigorous turn to bring them about. Hoyt and Ac Korn started a paper fight by buying a number of bill boards along the Sixth Avenue elevated. They pay an annual rental for them, and their value can never be estimated, except that they are the most serviceable. The rent of a whole house is almost asked for some stands, which the bill posters pay, and they claim they are not getting rich. There is so much paper to be pasted that there doesn't seem to be room enough for all of it. Besides, more theatres have been added to New York and more are coming and each wants a show. The People's, a strictly Bowery theatre has its paper spread along Eighth avenue, the territory belonging to the Grand Opera House. The Harlem Opera House paper in Harlem stands alongside of the Garrick and Lyceum, while the Columbia also a Harlem house, has paper alongside of the Fifth Avenue and Broadway Theatre. So it is seen how much about town the Hills are going. There is no given territory and each competes with the other for desirable space. Managers are unable to conduct the bill board posts themselves would be confronted with enormous problems. First to make up the space, second, to settle the location; third, to secure the bill boards. This is the present condition of all and will prove a severe stumbling block. The best thing managers can do is to let the matter drop. Bill boards are a well organized set. They do their work well and deserve to be respected, not fought.—The Dramatic Times.
About two years ago we commenced to paint some large signs on the Brooklyn Bridge and felt that they were arousing considerable interest, and concluded to extend this method along the railroads and in countries traveling around the city, country. But we finally concluded to adopt this method because thereby, our appeal could be made when the population was more congested, and right in the bosom of the people which necessitates frequent renewal of signs. In the process of converting the town thoroughly, we can safely say that of all the cities we have visited, Cleveland fills the bill most completely. We doubted our order for that city.

"And now, really, we do not think we should say anything further. In speaking of anything, we like to mention things worthy of praise and try to forget the bad things."

"But, my dear Mr. Biardot, do you mean to say that the cities of Providence and Cleveland are the only ones that you can say a word for in connection with bill posting?"

"Oh, no, New York City is unquestionably the best bill posting city in America. Here they have the business down to a systematic basis and give a service as active as the picking of a clock. We have seen our bill stuck on a post by Reagan & Clark, in their endeavors to amass one another during the past two years, instead of following the old-fashioned method of doing business, and does not harm to an advertiser than bill posting at all."

"This might look like a rather severe criticism on Buffalo, but I would be glad to try a better method next year, and I think we will be pleased with the results."

"From Buffalo we go to Rochester, not with the intention of doing any bill posting there, but to look over the town to see if anything of some other sort might not be done."

"But the country at large, outside of New York, has been a disappointment. Our interest was heightened by the magnificent display we received in this city, but when we went elsewhere everywhere was Saul and confusion. That is the reason we are so glad to note the splendid service in Cleveland and Providence that was shown."

"From Buffalo we go to Rochester, but not with the intention of doing any bill posting there, but to look over the town to see if anything of some other sort might not be done. We found a good picture of the city made as velvety as that there was nothing to be regretted in having stricken Rochester off the list."

"It is a beautiful city, with clean, handsomely avenues and fine residences, that suggest the possibility of a considerable consumption of our service; but we could not cover the city on the bill boards because of the lack of good stands on the principal thoroughfares. The boards that are up are well built. The paper is in good condition, but as they are only six feet high, in the way of advertising, they would be of no value to us."

"In Detroit we found everything in good shape. That town we thought stood next to Cleveland and Providence in service. The boards were well located, properly posted, and increased the allotment."

"Mr. Reposter, don't you think we have said enough on this subject now? That first thought was correct; but we have very little to say that would be of interest which would not be in some other paper or the public interest."

"No, I don't agree with your thought at all, Mr. Biardot. I believe that the
trade is interested, and if you have visited any other cities, I would like to have your opinion. I think that the bill poster who would like to know it; that the idea of a practical business man who has given out contracts for this work in what the trade at least wants.

"Well," I hope that the people whom we have to criticise, adversely will not have any hard feelings. We are simply giving you our honest opinion on the subject, and we have so great a faith in the possibilities of this method of advertising, that we feel and know that if the bill posters will only sit down themselves and improve their service, they can greatly increase their business.

"We were very much disappointed in the city of St. Louis. Mr. Gude had told us that that town was the greatest bill posting town in America. That the result of the fight between R. J. Gunnings Co. and the Cottrell & Hill Posting Co. had been to establish a plant that was the envy of all other bill posters throughout the country. Well, the plant is there but we found it much run down; likewise the service; the paper was poorly posted, much of it placed on side streets, and the whole show had been put up in what appeared to be a 'shoddy' style, of simply getting the paper up, without a single thought to the interest of the advertiser or endeavor to hang the paper on the boards, so that one bill would help out the other and thereby benefit all the advertisers. The system is overgrown. The "think" machine is now in use. The head piece evidently out of a kilter. This may be the fault of too much business. Our friend Gunning wants to take a little time from his many other enterprises and jump into St. Louis and give the city a shaking up. We decreased our output in St. Louis.

"Chicago, we found a very hard city to post properly. There are a number of stands well located, but the lumber not being too soft and grooved, there are of necessity many cracks in the boards through which the prairie winds whistle a merry tune, which means too much paper every time. The service, outside of the fact that the building of the boards and improving our very satisfactory. Mr. Campbell blanked in the paper in a way that is very creditable. He seemed to take an earnest interest in getting our paper in the places where the show would do us the most good, and unquestionably did his in power to give us an effective service. But no man, no matter how good his intentions are, can keep paper from slipping on boards that have cracks in them several inches wide. We increased the allotment in this city, and would have willingly doubled if Mr. Campbell had had more stands in high-class neighborhoods. For these we had to depend to a great extent on the R. J. Gunnings Co., and we could not but commend the wisdom of Mr. Gude in splitting up his appropriation for that city and getting a good portion of it on the bulletin boards in those high-class locations. Of course, these bulletin boards are much more expensive, and posterers would naturally prefer them to us only use them where we cannot get good bill posting stands. But no man can ignore Mr. Gunnings' bulletin if he wants to cover the city of Chicago thoroughly for outside display with a high-class article. The chewing gum and t You tobacco, the bill poster our handle very satisfactorily, but there are certain sections of the city where a bill board would not be allowed, but a painted sign is permitted.

"I find another species of advertising outside work in Chicago. The city covering much an immense area, with lots of un built space, offers us many opportunities for bill posting, fence and wall painting, that the whole town is one immense bulletin board, so that an advertiser, to be "in it," has to spend more in proportion to population than he would have to otherwise, because, unless he has a tremendous big show, he is lost in the crowd.

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

"Philadelphia, I found to be somewhat like Chicago. A number of good spaces, but the boards only fairly good, and the paper only fairly posted. We must say that Mr. Robinson gave us a very good selection of locations, but their service while better than the average, has not reached the high standard of Cleveland and Philadelphia.

"Of Pittsburgh, we think the less we say the better. Suffice it that we telegraphed Mr. Gude the day after we arrived to order our showing discontinued, and have simply put a black mark against that city.

"Now, Mr. Reporter, you will have to excuse us from saying anything further. While you say we have not bored you, we are afraid we may bore 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 went to reiterate our faith in this method of publicity, and we would like to see BILLBOARD ADVERTISING keep on doing the good work of instructing the bill posters that the best way for them to better their business is to better their service. We can sum it all up in three words—"Service is everything!"
Mr. Breeland's letter, which we publish in another column, is a manly, straightforward statement of his opinion. There is an attempt to equivocate or stultify the issue. On the contrary, he meets the question fairly and squarely. We publish his letter because it is the best of the protests which we have received, and because he writes with few words, while we admire his frank, open and always honest, the appeal to state plainly that in our estimation his position is an extremely untenable, as argument illogical, and his theory chimerical. Rather than allow a competing fellow-craftsman an opportunity to earn a living, Mr. Breelanl could force the commercial advertiser off the boards, and compel him to patronize the newspapers or other mediums. It is practically what he says, but we do not believe that he is serious, and hardly suppose that he means what he says, and will regard his assertions as insincere.

Mr. Breeland calls on us to stand up for the association. Right here we want to know, as other members of the organization, that we are for the association first, last, and all the time. We believe that the craft can be bettered and business elevated by organization, and we wish above all things that the association be perpetuated. It is this very desire that impels us to cry out in warning, for we see its usefulness impaired, and its existence menaced. We have always supported the association, and we have earned the right to speak out. A craft divided against itself is to be divided against the part of the association to act at sight the great principles underlying the law of supply and demand, is worse than useless—it is a bane.

 sauce we are greatly mistaken for the sake of argument, that this absurd theory was not in its practical effects, and if Mr. Dunn ever proceeds to show it to the independent bill poster. What is a hanger? A loose-minded enough not to find fault with commerce, in placing some work with "opposition." For, one, want you him, and others to present in the handwriting. Miller Brothers, are not the most, for the purpose of "opposition." We, the association members, would be "clumsy" to stand any-thing of that sort. Most of the boys who belong to the association have struggled hard, and worked like beavers, to get their cities in good shape, and are not "anything" people. The first thing you know is that, if you are a hotel poster, you will find it difficult to get your rooms filled, and the same with the commercial work you do business with, to the extent of doing away the "opposition." We, the association members, would be "clumsy" to stand any-thing of that sort. Most of the boys who belong to the association have struggled hard, and worked like beavers, to get their cities in good shape, and are not "anything" people. The first thing you know is that, if you are a hotel poster, you will find it difficult to get your rooms filled, and the same with the commercial work you do business with, to the extent of doing away the "opposition."
LETTERS TO THE EDITOR

EDITOR BILLBOARD ADVERTISING:

Dear Sir,—Kindly explain why you devote so much space to the dates and official orders of fair, exposition, convention, reunion and celebrations. Your journal purports to be devoted to the interests of advertisers and advertising media, and I am at a loss to understand the connection.

A Reader.

Aside from the fact that fairs, expositions and pure food dealers, we in them when advertising media of perfect and forceful value, we are desirous of keeping all advertisers posted regarding all great concourses and gatherings for the reason that the boards and advertising media of the cities, in which the attention is greatly enhanced in value at that particular time, by reason of the great increase in the amount of transient or floating population. Under our system we are enabled to give dates weeks and sometimes months in advance, thus affording an opportunity for securing positions which in these newspapers are filled in much less time.

Mr. L. B. Campbell.

Shakopee, Wis., Oct. 28, 1895.

EDITOR BILLBOARD ADVERTISING:

Dear Sir,—Having received a circular from the Inter-State Bill Posters' Protective Association, I take notice that several members of the Associated Press have joined the Inter-State Bill Posters' Protective Association's rates and now live up to the Associated Association rates. Why don't we follow some one to explain your idea?

Yours for posting.

E. J. KEMP.

We are fully as much in the dark as Mr. Kemp. Possibly the parties most concerned can enlighten us.

AN EXPLANATION.

In the December number of Billboard Advertising for 1895, we published an article in which we stated that the business of McElroy Bros., the bill posters at Flushing, L. I., had been acquired by a well-known citizen. It appeared from recent developments that such was not the case, and that the statement to that effect was a lie pure and simple.

The article in question was a rank injustice to Messrs. McElroy Bros., and we have caused them much annoyance and vexation. We can only state in conclusion, that we published the article in good faith having accepted the information from what we supposed was a reliable source.

We will be a long time before the party who misled us will have the opportunity of imposing on us again.

Enlist at fares, expositions and pure food shows, possess a peculiar value that cannot be obtained in any other manner.

Now that the International Association of Distributors has gotten into position, we have a well-regulated distributing service, the circular and the booklet, the pamphlets and the almanac have taken on an added value of importance. Advertising that is always possessed great advertising value, and now it can be put out thoroughly, efficiently and economically, it will find great favor among advertisers.

LOOK OUT!

For "Fly by Night" Show!

Great Care Should be Taken to Avoid Syndicate Advertising.

Poster printers and bill posters will do well in eliminating the element of chance, as far as possible, from all transactions with showmen and interested organizations. The season is not turning out well, and as these shows of patrons have no money of their own, and the lack of business on the part of local business, the burden falls upon the parties who extend them credit. In this connection, J. C. Campbell, of the American Advertising Co., Chicago, Ill., and President of the A. B. P. A., writes us as follows: "I have a particular case here, that of Prof. O. R. Gleason, the horse trainer, under the management of W. H. Reed and western managers. Reed is a manager of a variety theatre in Denver, Colo., and Wasu in Portland, Oregon. They were represented by a well-aged agent, H. S. Smart, who went to the office and asked me to accept his name of the world of a man, that they were all right, and I was perfectly satisfied with using them for about fourteen hundred dollars. (500) worth of work. He went over to the National Printing Co. and asked them. They gave him a bill of "Sopes", (500 dollars) worth of printing and I put it up and we got the "Flying".

There are several matters of attraction on the way this year that are leaving a trail of debts and obligations behind them wherever they go. At best they are only spoiling territory for legitimate and responsible organizations, and as the printers and bill posters have the remedy in their own hands, it would seem that they should act accordingly, and that too, without exceptions and without delay.

The poster is so powerful, so strong in its attack upon the public, that almost any advertisement no matter how meager in construction and faulty in display, will yield good results, and prove highly efficient. Consequently, but little care 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, but in that to any other publication, when it is purchased at a just figure. The idea however, that it is the principal avenue of publicity, and that all other media are necessarily secondary is a fallacy.

The particular circumstance, which has contributed most to the greater success achieved by Cains, Austin Bates, is in all probability, the fact that he follows the advice he gives, takes his own medicine as it were. He uses more space in advertising his own business than any other ad, written in the country.

Posters properly picked and posted, produce profitable publicity promptly.

Circumferential and by circler the same way are at a mere pinch, pamphlets an handicap in description, when properly put out, never fail to bring profitable results. Advertising of this nature is sure and certain at least and taxes.

BILLY BILLBOARD ADVERTISING is the official organ of the MINNESOTA Bill Posters' Association.
Distributors' Chat.

Woolrich & Co., of Palmer, Mass., manufacturers of Judge's Food and the Crete Meatery Company of Reading, Mass., who winter over the month and half with distributing matter.

Mastrol & Co., of No. 23 West 18th Street, New York, who are in possession of the latest biscuit advertising vineyard.

The Pittsfield G. & R. Manufacturing Co., of La Crosse, Wis., will have ready as much as they can distribute from the large stock of their product, so as to cover the entire section between Virginia and Maine with their goods.

A sound at the printing house reveals the fact that the following firms have large orders of magazines, booklets, etc., and are busy:

THE RICHARDSON CO., Public Building, Chicago, Ill.

H. R. Green, Oakland, III.

White Rock Printing Co., Washingo, D.C.

ED. Pottorff, of 1404 West, New York City.

Gilchrist & Co., 1287 Pennsylvania Ave., Washington, D.C.


Distributors will do well to write them and inquire as to their possibilities.

The H. W. Boltz Advertising & Distributing Co., of Portage, Wis., are entertaining and reliable. They operate a printing office in conjunction with their advertising business, and conduct the best distributing service in Wisconsin.

They are members of the International Association of Distributors of North America.

The Cutha Hair Food Co., of Detroit, Mich., are placing large orders for distributing work.

Chase & Co., of New York, proprietors of the Arm & Hammer brand of soda, have issued a splendid little booklet illustrating the uses of their soda, which is being almost entirely wasted by those entrusted with the work of distribution.

Colgate & Co., No. 6 Dutch St., New York City, are distributing a new and looking liberal advertising octagonal soap. Reliable distributors should place themselves in communication with them.

Colgate & Co., without delay.

Reliable men are wanted in every village, town or city in the United States and Canada by the International Association of Distributors. For particulars address, W. H. Boltz Advertising Co., 1234 Market St., Cincinnati, Ohio.

Negotiations now pending between the International Association of Distributors and the most important cities will probably lead to the better allotting of all stock among members of the association instead of carrying their own personal business. This means a great saving in the charges, and teach now work for members of the association.

The Harman & Balley store alone distributes three million pieces annually.

Messrs. J. J. Hughes & Co., of Lynnfield, Va., in September, last, succeeded Messrs. Hardy & Dunkan, of City Hill, Boston, as the agents and reliable firm, and can be depended upon to faithfully carry out all instructions, and correspondence will be promptly answered.

John H. Miller, 1230 Boston St., Schenectady, N.Y., is now a member in good standing in the International Association of Distributors.

He is not only an able, but a reliable, and advertisers would do well to correspond with him.

Edwin R. Nugent, of Milford, Mass., is a distributor to whom we would recommend his name.

He is thoroughly respected, and will give satisfaction in every case.

He is a member of the International Association of Distributors of North America.

W. J. Kryger, Box 106, Binghamton, N.Y., has just finished a large contract of distributing for the California Fig Syrup Co. and the Kryger & Emmer Co., of Jamestown, New York. Mr. Kryger is a member of the International Association of Distributors of North America, and can be depended upon.

FINISH THE WAY YOU STARTED. Each advertising advertisement in this issue of the International Association of Distributors is securing new members for the Association and work for the members. They are working under the plan of money or first-class credit, but are a long way ahead of the majority of other distributors, as some one can see that they will make a good job.

The ball comes to roll. Messrs. Geo. Henry & Co., of Washington, D.C., members of the International Association of Distributors of North America, have now formed with California Fig Syrup Co., Williams Bros., Indianapolis, Ind., and Dr. Kilmer Co., of New York City, the business.

Taxes continue to fall in some branches of business, but the International Association of Distributors of North American members seem to do nothing in the direction of the business of many medicine manufacturing firms as well as the advertising of other trade.

FIRST SPECIAL CONVENTION OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS OF NORTH AMERICA.

The matter for the hundredth hand of the International Association of Distributors, will take place January 6th and 7th, at Cincinnati, Ohio. Much interest is expected in this convention. The members will meet in the evening, and hold a grand banquet on January 7th.

The Association is interested in the prosperity of all, and is always ready to assist any member in the direction of his business.

S. M. Smith, President, Lockport, Ill.

THOMAS E. DURYEA,
Sec'y and Treasurer,
No. 611 Vine St., Cincinnati, Ohio.

DON'T HESITATE.

But try for membership in the International Association of Distributors.

Reliable distributors in a country where the International Association of Distributors of North America is without a member, should hesitate to make application for membership.

While it is no matter to gain admittance to this Association, yet when one succeeds, the facts alone are testimony to its reliability as a member and a distributor, and is certainly worth the effort.

Applicants besides having their applications well endorsed, are subjected to a quiet investigation, which will make the new member the protector of the Association, and it has now been decided to make the new member the protector of the Association, and it has now been decided to make the new member's signature to be a counterfoil of his own letterhead, in the future, to be signed by the President.

THOMAS E. DURYEA, Sec'y and Treasurer.

In a recent conversation with a business man at Baltimore, Md., in regard to the distributing business that he conducted, he commented that it would be a good business, if the entrepreneurial advertiser would make use of his services. "Yes," he said, "for every city there is a business. But you are not doing it. It is too much for you. It is too much for me. But it is too much for the public." Then he said, "I wish it were done. It is too much for the public." Then he said, "I wish it were done. It is too much for the public."

The views of the United States and Canada, for estimate, reference, and detailed information, address.

W. H. STEINBRENNER.
General Agent International Association of Distributors,
New No. 926, The Street, Cincinnati, Ohio.

CORRESPONDENCE SOLICITED.
FRANK SING.

That genial and hustling agent, Mr. Frank Sing, was a BILLBOARD caller October 1st. Mr. Sing was in Cincinnati for the purpose of closing a contract with the Enquirer Job Printing Co. to handle the new line of posters which that well-known office is now getting up. Mr. Sing has his office and makes his headquarters with the Ladue Show Print. Co. of St. Louis, Mo., and his territory includes everything east of Chicago, Ill., and north of Washington D.C.

He speaks in the highest terms of the improved service which the Bill posters of the East, and especially of New England, are giving to patrons. In Providence, Worcester, Fall River, Boston, Troy and Portland he says the service is especially good.

Business in general is reviving in Mr. Sing's estimation, and he confidently looks forward to a boom in the near future.

The Showmen's Convention.

The third annual convention of the Protective League of American Showmen, which takes place at Cincinnati, January 7th, 8th, and 9th, 1896, will be largely attended. Representatives from all the large circuses will be present, including Mr. Lew E. Cook, of the Barnum & Bailey, Messrs. Peter and Johnnie Seals of James L. Patterson Print. Co., the Sells Brothers' Shows, W. E. Wallace and Wm. Fuller, of the Wallace Shows; Walter L. Main, of the Main Show; John F. Robinson and John Jr., of the Robinson Show; L. W. & S. Co., W. E. Franklin, J. P. Fagan, M. B. Raymond, R. M. Burke, Ralph Finkelman, Sam Dawson, W. C. Boyd, Ed Modini, F. E. Davies, Ed Davies, Joe Mcmahon, Geo. Castello, Geo. San, Fred Locke, and hosts of others, too numerous to mention.

The signs of the times—annual signs and painted bulletins.

POSTER PRINTERS.

Advertisements under this head are printed free of charge on space not otherwise occupied. No blank copy or duplicate will be printed. One advertisement each week in each issue. Advertisements containing less dollar and over in face of any firm name, must be cut off.
Advance Sketch of International Exposition to be held in 1900.

Plans for the International Exposition, to be held in Paris in 1900, are being completed to the minutest detail, and officers have been appointed to superintend the work. The Government has charge of the undertaking, and the work has been begun. Ambassador Fatastei, who has just returned from Paris, will present to Congress an invitation to the United States to participate, and has given a sketch of the display.

The Exposition will open April 15, 1900, and will last until Nov. 5. The location chosen is in the heart of the busiest and most historic part of Paris, in the immediate neighborhood and partly including the Champs de Mars, the Tocadero, the Quay d’Orsay, the Esplanade des Invalides, that part of the Champs Elysees known as the Coeur de l’Oeuvre, the Palais de l’Industrie. It is probable, however, that the Palace of Fine Arts, one of the features of former expositions, will be torn down to make place for a much larger building. The grounds are to extend along both sides of the River Seine, and the bridges are to be built across the river. All of these, at the Hotel des Invalides, will be so great as to amount to a complete connection of Paris.

The means of production and the industries will be exhibited side by side as far as possible. The various classes of machinery will be shown in their stages of development, each, machine being in operation and inspection placed on exhibition as far as it accumulates. Another feature of the Exposition will be Scientific Congresses similar to those inaugurated at the Chicago Exposition. A historical exhibit of French art and music will be displayed.

One of the striking novelties will be a retrospective view of the nineteenth century just ended. It will be a glance backward of one hundred and fifty years, showing progress made by the world in all branches of science, industry and art.—Commercial Gazette, Oct. 29, 1895.

The Texas Fair for the season 1895 were as follows—
Jack County Fair, at Jacksboro, Oct. 12th to 14th inclusive.
Clay County Fair, Oct. 9th to 11th inclusive.
Bell County Fair, at Belton, Oct. 8th to 12th, inclusive.
Fannin County Fair, at Bonham, Oct. 8th to 12th, inclusive.
Hill County Fair, at Hillsboro, Oct. 9th to 12th, inclusive.
Limestone County Fair, at Groesbeck, Oct. 8th to 11th, inclusive.
Comal County Fair, at New Braunfels, Oct. 12th to 13th, inclusive.

The fairs for 1895 are nearly all over. As the season is rapidly drawing to a close, it is safe to say that the fairs have been highly successful and others have been dull failures. This is a condition of affairs which has abounded from time immemorial, and while deplorable, there is little reason to believe that any marked improvement will ensue until experience and managerial ability in this direction are valued at a fair figure.

Under normal conditions, there will be next year a contest where a fair with a manager of experience at the helm, has scored a failure. Nine times out of ten, when the outcome has been unsuccessful, it will be found that this was owing to the incapacity of the secretary, who might have been the manager.

The idea that is prevalent among many societies, especially new ones, that anyone can pilot a fair to a successful issue, is the very worst kind of fallacy. The position is one which requires experience and can only be filled by one who has had the time and means to learn his business, on the job.

Just why the average management of the country fair strives to amalgamate the exhibitors, we are at a loss to understand. His wares are almost invariably attractive and interesting, he pays liberally for the space he occupies, and never quares about the fees charged. It would be cheaper to buy another country fair and change its name, than to amalgamate the two or three in his vicinity.

NEATNESS.
Without her beauty is but a blemish.
He is fair, Oh, fair!
A short man was accused of being short, and he replied:
"Just jest me jest Jack, 164 lbs. by God, where it be hung, was hung"—Where.

WRITE TO

THE DONALDSOn GUIDE
9th Edition now in process of compilation.
Will embrace every town of five hundred and over in the United States, Canada, with a full and complete description of each town.
It gives the population of the town.
It gives the population of the county.
It gives the census of the hill post office.
It gives your street address.
It gives the name of the distributor.
It gives the name of the post office.
It gives the name of the postmaster.
It gives the name of the hills.
It gives the name of the manufacturer.
It gives the name of the newspaper.
It gives the date of publication.
It gives the name of the manager, also the dramatic critic.
It gives the name of a good attorney.
It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. It will consist of over four hundred pages, 17 x 10, handsomely bound in cloth and paper. In addition to the Directory, the book will embrace the complete code of the Donaldson Cipher, the showman’s almanac, the International Register, and the International Professional Name Register. The whole work will be greatly the better, and will be the most complete and satisfactory guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill-posters, distributors, showmen, and showman’s agents to patronize the advertising columns, for the good name of the company and its increasingly high standing in the furnishing of data, information, etc. Blank forms are provided for this purpose, and will be had upon application.

It is in the interest of every bill-poster and distributor to have his own name properly represented and described. Let the advertiser know the place, date, size, and number of lines by which he must reach, and the publisher’s name in what style of advertising, opera, burlesque or what not, he has a right to expect.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and others, it will be next year’s edition of the country fair. If your town or city has increased much in population since the census of 1890, put the advertising immediately following the description of it, giving the present population. Should there be any errors, let the advertiser know the same before it is published. The advertising rates are very reasonable. Twenty-five cents per line for a year’s advertising is in fact exceedingly low. At this rate a space of half inch single column comes to $1.25, or an inch to $3.75.

REMEMBER, that the DONALDSOn GUIDE will be published largely in the interest of bill-posters, distributors, and advertisers. Therefore it has been given over almost entirely to managers of opera houses and showmen, but if you wish, you can have your name put up with each other, and the advertising is to your possession. The advertising rates are very reasonable. Twenty-five cents per line for a year’s advertising in this paper is in fact exceedingly low. At this rate a space of half inch single column comes to $1.25, or an inch to $3.75.

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SEND FOR BLANKS.

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

W. H. DONALDSON,
Cincinnati, Ohio.
CONNECTICUT.

Seymour, Sec'y, Dec. 17.

DISTRICT OF COLUMBIA.


ILLINOIS.

Davenport, Illinois County Poultry Association, Nov. 6th.

INDIANA.


IOWA.

Cedar Rapids, Cedar Rapids Poultry Association, Dec. 21.

KANSAS.

Lawrence, Kansas Poultry and Pigeon Breeders Association, Dec. 18.

MASSACHUSETTS.

Dartmouth, J. L. P. Chase, Sec'y, Jan. 10.

MICHIGAN.


MINNESOTA.


MISSOURI.

Kansas City, F. M. Blum, Sec'y, and J. W. Bale, Judges, Nov. 27.

NEBRASKA.

Lancaster, G. H. Reynolds, Sec'y, Dec. 16.

NEW JERSEY.

Cradle State Poultry and Pigeon Association, Frank Eckert, Sec'y, Rectangular J. N., Nov. 25.

NEW MEXICO.


NEW YORK.

Marlboro, W. W. Mason, Sec'y, J. W. Blum, Judge, Nov. 19.

Rochester Poultry Club, Rochester, W. J. Brown, Sec'y, J. W. Blum, Judge, Dec. 17.


Ohio.

Cleveland and Ohio State (Columbia), Clevel., Judges, Dec. 16.

IOHIO.


PAUL HUNTSMAN.

Winona, Minn., Winona Poultry & Racing Association, Jan. 17.

MISSOURI.

Springfield, J. J. Arkinson, Judge, Dec. 3.

NEBRASKA.

Oriole, H. W. Rossell, Judge, Dec. 15.

NEW YORK.


COMPANY.

ALLLEN,

Diseases, etc.


DISTRICT OF COLUMBIA.


EASTERN PENNSYLVANIA.


RHODE ISLAND.

Rhode Island Poultry Association, Providence, R. I., Jan. 17.

TENNESSEE.

West Tennessee Poultry Association, Jackson, C. A. King, Judge, Dec. 4.

TEXAS.

Dallas Expositions, Dallas, C. C. Court, Jan. 17.

WASHINGTON.


WASHINGTON.

Seattle, J. B. Swett, Judges, Dec. 15.

BRITISH COLUMBIA.

Richmond, P. L. Harris, Judges, Dec. 15.

Expositions.

Atlantic City, N. J., Sept. 16 to Dec. 31.

Baltimore, Md., Ind. Expositions, Dec. 16 to Jan. 15.

Brooklyn, N. Y., Ind. Expositions, N. Y., Ind. Expositions, Dec. 16 to Jan. 15.

Chicago, Ill., Ind. Expositions, Dec. 16 to Jan. 15.

Cincinnati, O., Ind. Expositions, Dec. 16 to Jan. 15.

Conventions, etc.


NATIONAL ADVERTISING IS READ ALL OVER THE ENGLISH SPEAKING WORLD.

Poultry Shows.

San Francisco, Calif. H. F. Freeman, Sec'y, Sec'y, Dec. 17.

Colorado.


Connecticut.

New Britain, J. P. Murphy, Judges, Dec. 17.

District of Columbia.


Georgia.

Conch State Poultry Association, C. A. Cogill, Sec'y, Dec. 17.

Illinois.

Davenport, Indian County Poultry Association, Jan. 17.

Indiana.


Iowa.

Cedar Rapids, Cedar Rapids Poultry Association, Dec. 21.

Kansas.

Lawrence, Kansas Poultry and Pigeon Breeders Association, Dec. 18.

Massachusetts.

Dartmouth, J. L. P. Chase, Sec'y, Jan. 10.

Michigan.


Minnesota.


Missouri.

Kansas City, F. M. Blum, Sec'y, and J. W. Bale, Judges, Nov. 27.

Nebraska.

Lancaster, G. H. Reynolds, Sec'y, Dec. 28.

New Jersey.

Cradle State Poultry and Pigeon Association, Frank Eckert, Sec'y, Rectangular J. N., New Jersey.

New Mexico.


Foreign Expositions.

Paris, France, 1905, April 1 to Dec. 15.

Johnson's South Africa, 1905, May 1 to Aug. 30.

Cattle Show, Berlin, 1905, Sept. 1 to Dec. 15.

Albania, N. Y., American Poultry Show, Nov. 15 to 16.

Flower Shows.

Hartford, Conn. Connecticut Agricultural Society, Nov. 15 to 16.

Dressel, Phila. Southeastern Iowa Horticultural Society, Dec. 1 to 15.

New York, N. Y., Eastern Poultry Show, Dec. 15 to 16.

Louisville, Ky. Poultry Show, Nov. 15 to 16.

New York, N. Y., New York State Society of America, Nov. 15 to 16.

Fairs, Etc.

Richmond, Tex., Texas State Fair, Nov. 15 to 20.

Boca, Tex., Texas Poultry Show, Nov. 15 to 20.

Santa Fe, N. M., New Mexico State Fair, Nov. 15 to 20.

San Diego, Calif., National Circuit Races, Nov. 15 to 20.

Missoula, Mont., Fair Poultry Show, Nov. 15 to 16.

San Francisco, Calif., State Fair, Dec. 15 to 16.

New York, N. Y., Live Stock Society of America Meeting, No. 15 to 16.

Santiago, Chile, Trans-Mississippi Exposition, Dec. 15 to 16.

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 poesies.

Will contain two new department.

Will sell for fifty cents each.

Although the price of the Christmas Number of 'BILLBOARD ADVERTISING will be twenty-five cents, subscribers who receive it will receive an extra charge.

Subscribers who desire extra copies of the Christmas Number must order them through their newsdealer.
BILLBOARD ADVERTISING is the Official Organ of the Indiana Bill Posters' Association.

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' Associa-
tion of Great Britain, and the Australasie 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. A. Winkelman & Co.
214-216 E. Market St., Cincinnati.

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
Suspected 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.
- No Sample Copies Will Be Sent To Anyone.
Many Bill Posters

- Are making from $20.00 to $40.00 per week in commissions 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

We Do It All
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 ideas, or the particulars that 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-sheet 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. Again we say,

WE DO IT ALL—
DESIGN, PRINT AND POST.

The Whelan Poster Advertising Co.
No. 141 East Fourth St., CINCINNATI, O.
LEXINGTON ON YOUR LIST.

FOR

BILL POSTING,
DISTRIBUTING,
SIGN ADVERTISING.

LEXINGTON is the hub of the Famous Blue Grass Region of Kentucky. The people for fifty miles around come to Lexington to buy their goods. 7 railroads and 14

smooth turnpikes, makes traveling easy. They come, stay all day, and go home at night loaded with goods. They are the most prosperous people on earth.

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

BILLBOARDS AND BULLETINS
IN AND AROUND LEXINGTON.

TO BILL IT RIGHT SEND

600 or 700 sheets per paper. If it's a Sunday, we can only get 18
two week, 2 cents each for two weeks. Distributing: $1.50 for Circulars; $200 to $2.50 for Books;
SAMPLES $1.50 to $3.00.

- RAMSEY & CO.
LEXINGTON.

WE WANT

The names and addresses of Sign Painters, especially those who
make a specialty of writing fancy window cards, placards and
together.
WE PAY

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

BILLYBOAR ADVERTISING CO., Cincinnati.

THE DONALDSON
BILL POSTERS
PASTE BRUSH
COPPER BOUND & STEEL RIVETED
THE BEST AND MOST DURABLE OF THEM ALL.

10 in. each $1.25 | 100 in. doz. | $4.00
9 in. each $1.00 | 9 in. - 10 in. each | 8 in. - 9 in. each

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

DISTRIBUTING:

6500 Circulators or Books will cover the town thoroughly,
one in every house, one to every person in stores, offices, etc.

THE PRICE.

Posting: 7 cents per sheet, 30 days. Showing: 2 cents first
week, 1 cent per day after that. Distributing: $1.50 for Circulars; $2.00 to $2.50 for Books;
SAMPLES $1.50 to $3.00.

THE Helleberg Photo-Graving Co., Cincinnati

DISTRIBUTING.

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.
Reference: Any bank or responsible business house in the city.

Is This Honest?

As near as possible, I instructed my men to hand out in person
or place under the door, all matter entrusted to me
Washington has 50,000 Government Clerks coming from
every state in the Union. The population change gradu-
ally every four years—there is no stereotyped crowd
to deal with. Write to

JAMES R. LONG,
Manager Business Advertiser Co.
412 5th Street, Washington, D. C.

Inter-State
Bill Posters' Protective
Association

35 YEARS
IN
PASTE.
GEO. M. LEONARD,
BILL POSTING,
DISTRIBUTING,
ADVERTISING SIGNS
AND
GRAND RAPIDS, MICH.