

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.



James A. Curran.

October, 1895.

BILLBOARD ADVERTISING

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

Vol. IV, No. III.

CINCINNATI, OCTOBER 1, 1895.

PRICE IN ADVANCE PER YEAR, \$1.00.

Walter G. Cooper.

And the Advertising of the Atlanta Exposition.

If the difficulties he encountered and the disadvantages under which he labored were generally known, Mr. Walter G. Cooper, Chief of the Department of Publishing and Promoting of the Cotton, Sugar and International Exposition Co., would be credited with the most remarkable achievement in the field of advertising that has been accomplished in his time. This is a bold and surprising statement, but it stands unshakably and with full knowledge of the facts.

As it is, the wonderfully systematic and thorough manner in which he has done his work has established a reputation for him which will create a lively demand for his services by great enterprises of a similar nature.

Hindered by appropriation, which, when the territory to be covered is uncharted, seemed not only meager but absolutely inadequate, and with the proximity to a great exhibition, owing to the proximity of the World's Fair and Midwinter Exposition, he has nevertheless succeeded in his every endeavor. He has covered the North, the South, the East and the West as they have never been covered before. He has played the big show in London in every province of Canada and reached every corner and hamlet of the North and Great America. In England, Ireland, Scotland and Wales, his work is apparent on every hotel, and even in the far South Africa, Australia and New Zealand the people are talking about Atlanta and her fair.

Just how he managed it, no one seems to know. He possesses executive ability of a high order with great determination of purpose. These characteristics, together with a rare courtesy, fine diplomacy and persistent and systematic application, undoubtedly account in a great measure for the success that has crowned his efforts; but what other potent forces he has enlisted in his various remains undetermined.

Mr. Cooper is tall, dark and classic, of first glance he seems bold and distant. It is only a moment's gaze, a few unguarded remarks, unannounced personal visits, that win. The forthright air that emanates from his face, his only a wink, which he employs with great success and much tact, for he is a great seducer on his words from the start, and after having made him work to get his attention and

secure his consent, he throws out and gradually, passing from confidence through varying phases of mild constraint, advice, suggestion and finally enthusiastic appreciation, he has always kept his own position in his best looks and occasionally sending him away a warm supporter of the exposition, least upon seeking for it whenever opportunity afforded.

Then, too, he writes a wonderful letter, one that commands attention and secures consideration, as witness his work among

small and patriotic prints, and small change out of our treasury and stability, he kept up the never-ceasing campaign. Day after day and hour after hour were transformed by his deft touch into bright and readable paragraphs. Bold letters became spicy articles, and the more happening, passing through his hands, emerged in the shape of valuable news, to which editors were devoted.

It was on the Alleghenies, however, that he fairly reigned triumphant, and the work

either he effected or obtained the privilege of competing for the contract, and outbidding such other's prices. He played one against the other with admirable for several weeks, eventually placing his order at a figure a week. Nevertheless, he has been a constant witness of. But even then was a card was left for distribution and bill posting. At this point he turned his attention to the Alleghenies, and by allowing (1) them to see the exposition poster for certain billings; he got his paper on the boards without cost, satisfied them with the expense of distributing it, (2) went by a couple of days and covered their territory by not making any change to them, for the amount distributed.

Truly, the exposition has been advertised thoroughly, internationally advertised. No more being white on his part, Mr. Cooper then to say, that he has done his work systematically, thoroughly and completely.

The Value of Advertising.

There are men in every town who do not advertise. You may not know them. You find them. They call themselves business men, but they are not. Every body who is in business, is not a business man in any sense. You find the man who does not advertise in the dark and sterile, unproductive and unproductive, and a general air of despondency hanging about him. He is not really in business. He is only hesitating to be caught out of the business world. Kind attention impudently give the idea into their heads, and become there will, show them that the public must have, and sell on a few cents, advertising would not help them out. There is no more a more common notion. Japanese advertising will increase any business, business, and the power, the day, great merchant, anyone who has any thing to sell, and does not use his local paper and in other ways keep himself before the public, is neglecting one of the most powerful means by which he can effect his ultimate success.—*Advertiser's Tribune*



George W. Jackson.

GEORGE W. JACKSON.

The subject of this sketch was born upon the 15th day of August, 1851, in the city of New York, and is now residing in Cincinnati, Ohio. He was educated in the common schools of his native city, and attended the University of the City of New York, where he graduated in 1871. He was then employed in the office of the New York City and County, and in 1872 he was appointed clerk of the New York City and County, and in 1873 he was appointed clerk of the New York City and County, and in 1874 he was appointed clerk of the New York City and County, and in 1875 he was appointed clerk of the New York City and County, and in 1876 he was appointed clerk of the New York City and County, and in 1877 he was appointed clerk of the New York City and County, and in 1878 he was appointed clerk of the New York City and County, and in 1879 he was appointed clerk of the New York City and County, and in 1880 he was appointed clerk of the New York City and County, and in 1881 he was appointed clerk of the New York City and County, and in 1882 he was appointed clerk of the New York City and County, and in 1883 he was appointed clerk of the New York City and County, and in 1884 he was appointed clerk of the New York City and County, and in 1885 he was appointed clerk of the New York City and County, and in 1886 he was appointed clerk of the New York City and County, and in 1887 he was appointed clerk of the New York City and County, and in 1888 he was appointed clerk of the New York City and County, and in 1889 he was appointed clerk of the New York City and County, and in 1890 he was appointed clerk of the New York City and County, and in 1891 he was appointed clerk of the New York City and County, and in 1892 he was appointed clerk of the New York City and County, and in 1893 he was appointed clerk of the New York City and County, and in 1894 he was appointed clerk of the New York City and County, and in 1895 he was appointed clerk of the New York City and County.

newspapers from which to send notices that ordinary money would not buy. One of these, in his opinion, he, never approached the results that he has accomplished single-handed and alone.

Today he lives in a fine Frankfort, Ohio, street, where, after, all, he keeps in his line, will be among the first to testify to his daily associations with.

When appropriation gave out, he never hesitated, but making capital out of ac-

complished things into a genius of the first order.

Two hundred and thirty thousand sheets of paper was the amount required, and the funds of his command were insufficient to pay for the printing alone. Nothing, however, he went at it, determined to get on the boards, and in less than a week from the time he took the matter up, he had all the most important lithographic establishments fully lifting over one ex-

Billboard Advertising

PUBLISHED MONTHLY AT

107 East High Street, Clearfield, Co., P. O. A. S.

OR

BILLBOARD ADVERTISING CO.

JAMES H. HENNINGSAN, Manager.

Subscription, 50c per Year, in Advance.

ADVERTISING MATTER

Advertisements will be published at the ordinary rate of twenty-five cents per space line, except in the classified column, where special rates obtain. For terms and conditions, see page 10.

Billboard Advertising is sold on condition of absolute copyright by Clearfield, Penn., of all articles appearing thereon. The copyright is retained by the advertiser. The advertiser is held responsible for the accuracy of all statements made therein. The advertiser is held responsible for the accuracy of all statements made therein. The advertiser is held responsible for the accuracy of all statements made therein.

It is necessary to take up the advertising of any advertisement, when it is to be published in the Billboards, before it is to be published in the Billboards.

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many articles worthy of record, the account of the annual convention of British bill posters, held in July last, will probably be found to be the most interesting. The strong resolutions passed disfavorably with which their proceedings compare with those of their American cousins is, in my judgment, remarkable. One need not read the issue will be told that in one respect at least their organization differs radically from ours. The fundamental principle underlying their organization is to secure to every advertiser the right of absolute display and the privileges and rights of membership. We discover, too, that in the past they were organized on the basis of the American association, and yet since that the association was a complete failure. In London there are eight bill posting firms, all competing with one another, yet all members of the association. It will be seen that the English association is interested in advancing the interests of the work at large. The American association cares for no one outside of its own members.

This time upon which our English fellow-countrymen are regarded as kinder and better than their own is found for thoughtless for those leading members of the association in America, who have in their interests at heart, selfishness and jealousy are too pure a foundation upon which to rest an edifice of respectability which shall be either lasting or imposing. Attempts to crush out opposition by denigrating opponents from membership have failed, and the result is that the work will continue to be held up until the time as they have been in the past. Competition in the life of trade, and especially bill posters will soon to appreciate the truth of the old saw, but it will only be when their ranks have been paraded with the spirit of liberality, when their views are broadened and they realize that the most means of helping the individual is in advancing the interests of the craft at large.

Smear or later this matter is bound to become an issue. Why not take it up at once? We fully realize that at present our attacks will not be popular, but, popular or not, we feel sure, we know, that it will eventually be demonstrated that we are right.

We venture the prophecy that within twelve months from this writing the advertisers of America will witness the complete organization of the International Distributors' Association. We predict that before long this vigorous young body will have representation in every county in the United States and every province and parish in Canada.

In growth has been slow up to this time, but it has been constant and healthy. Nothing has been unaccomplished but what would stand strong and true, and as a consequence the organization now finds itself in a position to take up the work of its membership with impunity. It is no easy matter to make with this association. Applicants are rigorously examined, and if found wanting in a single requirement are refused membership. If any applicant proves deficient or dishonest, all the other members are immediately notified and the funds collected are applied to the re-imbursment of the subscriber for the loss sustained and the promotion of the offending member. Many other features of the constitution are admirable and will quickly win the confidence of advertisers at large.

Less than one-fourth of the usual number of bills are discovered by bill finders. All the important ones have great way to the Cities States and International Expositions. This country to the poster who presents a big show at Atlanta is possible to the poster who has nothing presented in the north toward the World's Fair. Many managers of bills in the smaller towns not only refuse to post their bills in favor of the Columbia Exposition, but attend every season at their organized to hostile and discredit the craft undertaking. Although absolute advertising and commission have passed out of existence, such as Macdonald and Deane's, it is gratifying to know that the spark of country still glows warmly in the money Scythians.

LETTERS TO THE EDITOR.

Grand Rapids, Mich., Sept. 19, 1895.

Billboard Advertising:—Enclosed find good big fat money order for \$25.00 to pay for the paper you sent me, and let me tell you this: every bill poster in the land ought to have you send the paper to the members of their respective clubs. Since you sent the paper to the list I sent you, I have received the following orders through the office of BILLBOARD ADVERTISING: Geo. C. H. Stone, one (about steady); Great Clothing House, two (about); Robinson Clothing Co., two (about); Sam. H. Hart, two (about); Union Tea Co., six (about); Great Coal Co., two (about); Valley City Coal Co., six (about); J. H. State Fair, six (about); and this week will close contract with one (about) and give about one month for twelve months. When the merchant starts to go posting, and you give him service he gets stuck on it and will continue to be a good customer for bill posters.

Keeping the value of your paper, and the good it is doing throughout the land, I am in all times of your service to help the good work along.

Respectfully very respectfully yours,
Geo. M. LEONARD.

I am looking for information, you will in a short time send twenty more large bill boards, and if I want to hold them right, I take the method of asking the readers of this bright journal, BILLBOARD ADVERTISING for advice. I would like to know the brightest light, and what kind of timber would be best to set the posts, or the above ground, and if the boards are nailed on bargeboard or spool down. All my bill boards have the posts in front and in front in the ground, and in every case of a second it is necessary to buy new posts on account of the old ones being decayed as far as they were in the ground. And about locations, I am in the most anxious to know what is most profitable to the advertiser and bill poster.

Faithfully yours,
L. R. THORNTON.

THE DONALDSON GUIDE.

All posters everywhere should read for the protection of The Donaldson Guide. It will be the bill boards what the American Newspaper Directory is to newspapers, namely an opinion of all that is to them.

THE CHRISTMAS SPECIAL.

The designs for the cover of the December number of BILLBOARD ADVERTISING are nearly completed. They will be executed in ten colors, and will undoubtedly be the best of all the Christmas papers.

Progressive advertising, though always unduly fair, in discussing the merits of the bill boards, leaves in the impression of the newspaper, and considers all other forms nearly needless.

In Paris posters are subject to a government tax. Where posters are removed for official announcements, but a colored poster on which the advertiser is permitted to take two-thirds of the surface is covered by color of some sort.—Pence, London, Eng.

Miami Springs has a great advantage over other progressive. Like Windsor, in the bill boards, however, the progress is not so good as in the thoroughness.—Evelyn of Boston.

Carlyle said that during the last issue of the French revolution the newspaper produced the circulation which they obtained by means of posters in that obtained by ordinary methods.

Will America follow the lead of England in the revolution of 1895. If she will it will finally grow under the banner of published posters.

When a town is well billed, your advertisement will be more prominent. It stands on the street corner; guests you from your neighbor's wall; you sit you from every house, and learn just upon your attention everywhere you wander.

You can obtain more of that advertising rate which accrues from reputation, not of poster in a single day, than you can had from a newspaper card in a year.

Posters, well posted, hook the public posted regarding you and your wares.

If you want one newspaper space but that of a high-priced afternoon paper. Never, under any circumstances pass your money away in space in cheap-printed magazines.

Posters yield double the return at half the cost of newspaper space.

Of the three main enemies of the bill poster—the peddler, the thief, and the disciple of anarchism—the latter is the most trouble in his premises and aggressions. The sole bulwark of his point is that the billboards are unyielding and unbreakable. Without granting this, even for the sake of argument, we would like to ask these few questions at the shrine of law, if they can conceive of anything less horrible than a peddler galley. If the bill boards are to be abolished upon these grounds then a simple justice will suit the exhibitors here to go with them, and which we are about to do (including the monstrous new open rows of shops and stores which lie on Doughboroughs. Indeed these latter present infinitely less safety than the bill boards and should be taken up first. A proper regard for those feeling of those daily necessities would certainly the doing away with all of these and concerns.

The Bill Poster, our English contemporary, for August, is fraught with much that is interesting to members of the craft on this side of the water. Among the

PROCEEDINGS

of the Fifth Annual Convention of State Bill Posters' Association of Minnesota.

The fifth annual meeting of the State Bill Posters' Association, of Minnesota, was held in the parlors of the Winthrop Hotel, St. Paul, Tuesday, September 10th, 1913, at 10 o'clock A. M., and was called in order by President L. H. Smith.

The following officers were present:—L. K. Root, President; H. Bonshaver, Vice-President; C. H. Crawford, Jr., Secretary and Treasurer.

Reading of the minutes of last meeting dispensed with. Report of Secretary read and approved.

The following named bill posters made application and were admitted to membership:—W. E. Smith, Prosser Falls, Minn.; H. W. Bangs, Northfield, Minn.; A. W. Shamba, Great Falls, N. D.

President Smith recommended that every bill poster of the Association should subscribe for "BILLBOARD ADVERTISING."

Motion by President Smith that "BILLBOARD ADVERTISING," of Cincinnati, O., be appointed the official organ of the

F. Walker, of Fargo, N. D., be allowed to include Moorhead, Minn. Same fee and dues.

Resolution was adopted by this Association in the effect that any advertiser approaching any member of this Association offering less than schedule price and refusing to leave his work done, and his bill poster shall immediately notify the President or Vice-President either by letter or wire.

Election of officers for the year, September 10, to begin in April, scheduled as follows:—L. K. Root, St. Paul, Minn., President; M. Brundager, Minneapolis, Minn., Vice-President; C. H. Crawford, Jr., Minneapolis, Minn., Secretary and Treasurer.

Executive Committee:—B. W. Knapp, Northfield, Minn.; Henry Ludvig, St. Peter, Minn.; F. J. Marsh, Duluth, Minn. Committee on New Memberships:—C. H. Crawford, Jr., Mackinac, Minn.; E. J. Marsh, Duluth, Minn.; C. P. Walker, Fargo, N. D.

Resolved that the minutes of this meeting be printed and mailed to each member.

Resolved that by the Associated Association to be adopted by this Association, as follows:

(1) cents per sheet for the first week, and two (2) cents per sheet for each additional week's showing. For one-shots, unexpired, and measured as above may offer, (1) cent per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all towns of 20,000 population and under, on stand work, three (3) cents per sheet for the first week, two (2) cents per sheet for the second week, and one (1) cent per sheet for each additional week. For one-shots, unexpired, and unexpired as above may offer, three (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all towns or other show work of that nature, without regard to population. All work on posterized boards, not less than fifteen (15) cents per running foot, or four (4) cents per sheet per week, for one month's showing. All three-shots, single sheets and covering work, not listed, at three (3) cents per sheet, per week.

The above scale of prices is not to prevent members from getting higher prices for boards, per foot or per sheet, if in the judgment of business they may deem it

MONTANA BILL POSTERS.

The State Association, Messrs. Electric Officers, and Meets a Holiday.

The second meeting of the Montana State Bill Posters' Association, was held in Helena, Mont., Friday, Sept. 13, 1913, at the Helena Bill Posting Company's office.

Great Falls, Ancondo, Bowman, Livingston, Deer Lodge, Missoula, and Helena were represented.

The association was organized two years ago at Ancondo, and holds its charter from the Associated Bill Posters' Association of the United States and Canada. The association is in a flourishing condition, and stands out in its second year more encouraged than ever.

The officers for the coming year are:—Fred Kirsh, of Butte, president; T. H. Neely, of Great Falls, vice-president; C. A. Harston, of Helena, secretary.

Mr. Harston was also elected contractor for the state and delegate to the A. B. P. A. meeting to be held in St. Paul.

BILLBOARD ADVERTISING was selected an official organ.

No member can receive advertising matter that has been given to the organization, until the member repays the same amount as the opposition.

After the meeting the delegates were entertained by Mr. Harston at his home and after a dinner, they visited the Broadwater, without which their visit to Helena would not have been complete. A vote of thanks was rendered Mr. Harston and his staff for the entertainment provided the visiting delegates.

THE LARGEST BILLBOARD.

The one presented on this page is from a photograph sent to us by Callahan & Walker, Pittsfield, Mass. The board is carried opposite the Union Depot on the line of the Boston and Albany R. R. It is 124 feet long, 36 feet high and holds 100 full sheets of paper. The one we present showing the factoring page is pronounced by shrews as being simply immense.

HOW TO KEEP PASTE.

In answer to the request of the Honorable Bill Posters, we suggest a few hints to keep paste, would say, for posting purposes I use 3/4 lb. Mass state to fifty pounds of flour, and by keeping the sides of the barrel well scraped and the top well smoothed the factoring page is preserved in the hottest weather. The same mix across dissolves the paper. Paste that I use I mix in buckets and less water in 100 lbs. fine screen and 2 1/2 sh. to fifty pounds of flour. For an experiment I have tried 3/4 lb. silica acid and 3/4 lb. slant to fifty pounds of flour, will retard and heavy. I kept this as it was for two weeks and found it just as sweet as the day it was made. Paste made this way has the natural color. It is best to dissolve the acids and slant, and mix before adding flour.

E. J. KEMPFF,
Hoboken, Wis.

Every bill poster should have BILLBOARD ADVERTISING sent to their local distributor. It doesn't cost much, and, if it only makes one convert, it will pay you.

The Largest Permanent Billboard in the World, Owned by Durkin & Callahan, Pittsfield, Mass.

MINNESOTA BILL POSTERS' ASSOCIATION.

It is moved that the minutes of this present meeting shall be mailed by secretary.

Motion by President Smith: Write to secretary of the Associated Association, asking him to quote the prices made at last meeting, Grand, Mich., and all access to adopt those prices.

Motion by H. Bonshaver, Secretary of Minnesota Bill Posters' Association notify the O. J. Gude Co. that all work for the State of Minnesota must be sent to Association members only, and if any work is sent to opposition bill posters all members of this Association will refuse to do the work. Letter to be signed by the president and secretary.

NEW BUSINESS.

Moved and seconded that Mrs. V. C. Stead be appointed printer for coming year.

Secretary instructed to compile printed book, giving names of cities, towns, population, and amount of work that can be posted in each city or town.

Motion by Mr. Bonshaver: That Mr. C.

FOR ALL CITIES OF OVER 20,000 POPULATION.

one cent per sheet or commercial work, outside of election posters. All stand work, one-shots, three sheets or over, and all three-shots, at the rate of three (3) cents per sheet per week. This class of printing to be listed, posted and removed without additional cost, when paper for this purpose is furnished by the advertiser.

All stand work and three sheets, listed, posted and removed, but of locations to be furnished in advance, at four (4) cents per sheet per week. When locations of boards are selected previous to commencement of contract, for more than one week at above five (5) cents per sheet per week. All work to be posted without listing or removal and known as "unassumed display," getting guaranteed not longer than one week, at four (4) cents per sheet.

Distributing of pamphlets, circulars, newspapers, cards, and all work of that nature, at not less than 25¢ per thousand. Advertising materials from house to house, not less than \$5.00 per thousand.

For all cities of over 20,000 and under 20,000 population, on stand work, three

MINNESOTA BILL POSTERS' ASSOCIATION.

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The above scale of prices is not to prevent members from getting higher prices for boards, per foot or per sheet, if in the judgment of business they may deem it

advisable to advance the same.

Noted that E. A. Haddock, 610 Broadway, N. Y. C., Houghtaling, of the National Advertising Service, N. Y., and O. J. Gude Co., 42 Hudson Street, N. Y., be appointed agents for this Association, for the purpose of soliciting and contracting for work, and to adopt the Associated Association prices.

Invitations were extended by L. K. Root, Secretary, Metropolitan, St. Paul and Grand, of Minneapolis; Geo. Knapp, of St. Paul Grand Opera House and Metropolitan, of Minneapolis; and Theo. Hayden, of Bijou, Minneapolis, to the members of this Association to attend any performance during the Fall work.

Motion: It is moved that the next annual meeting of the Minnesota Bill Posters' Association be held at Minneapolis, on Tuesday of State Fair week, 1914, at 10 o'clock A. M. sharp.

A number of subscriptions expire with this issue. Managers will confer a favor by mailing promptly.

Advertise yourself on your own boards.

Printing-House Gossip.

JOBS FOR CONSOLIDATION.

John K. McLean and his co-workers in the Empire Job Printing Co.'s lawsuit composition. The lawsuit work was laid at Jackson, but with the exception of \$4,500 held by Mr. McLean, was all shore cash, held by J. J. McDevitt, junior & F. Hunt, 241 West 42nd and Avenue 41. Further, it was not admitted. The publishers claim that there are no incumbrances on the property of the corporation, and that the engagement referred to, and it has been fully satisfied and canceled, and that the stock subscribed by them has been paid up in full. They also, however, in the objects for which the corporation was formed have been entirely abandoned, and all persons interested by agreement to appear before a Master Commissioner at a time within a specified time and show cause why the corporation should not be dissolved, and for the appointment of one or more receivers for the estate and office.

That the dissolution of this company has been desired for some time, is proven by the fact that Mr. McLean's affidavit in support of the petition, filed in Washington, D. C., is dated April 30, 1915, while the affidavit of the remaining stockholders and directors was made May 5, Alexander Macky, Jr., for the petitioners.

It. J. Anderson brought out the first and last of the company about three months ago, and there being no further necessity for the continuance of the corporation, no protest against dissolution was likely to come in.—Cliff F. Johnson.

The current edition of this paper is printed with the **Ault & Wiborg Co.'s Zurich Block.**

The **Marion Show Print Co.**, of Detroit, is the latest entrant to enter the show printing domain.

The **Oreell Litho Co.**, Detroit, does all of the printing of the **Frederic Chering Co. Co.**

The **Eric Show Print Co.** are very busy.

The **Donnell Lithograph Company** last week performed a very rapid and successful piece of work. All the lithographs for the **Centennial Exposition** at Atlantic have been made by this company and very handsome lithographs they are, by the way. Mr. Cooper, chief of the department of publicity, was anxious to have them and carry out in the exposition adjacent to Lewisville during the C. A. B. Exposition. He wired Mr. Donnell to know if he could get out one lithograph by night, and at least a cloth retained the error that the kids were all printed—Donnell's Show.

Walter S. Parker, formerly the publisher of **Foot Print**, is now manager of the **High Printing and Color Works**, Chicago. This concern is making a few groups of ads, their colored ads being especially fine.

The **Ault & Wiborg Co.** report that business is becoming brisk again. They are advertising more posters each day than they ever.

Frank Seidel, manager of the **Great Western Printing Company**, of St. Louis, after having been conventionally in business for eleven years, is in charge of their firm, has just transferred his residence, and will give himself a long and well-deserved vacation. Mr. Seidel is in the pleasure of the slow printing business in St. Louis. He knows every downtown and leading office structure from **Missor to the Pacific**, and all of us during the last thirty years has been in charge of local plants engaged in the design and construction of signs and electrical posters. Mr. Seidel's army of friends will be glad to learn of his determination to lay aside the career of business being successful in order to take a long and honorable sabbatical of duties.—St. Louis Star-Herald.

A **Bellevue** advertiser in **Chicago** had the following sign up in his window on the one of their recent holidays.

"I'm all right" "New York" "I'm a Gyp" "I'll be through this evening, come in and see me then."

Chicago, Sept. 25th.—(The Editors BILLBOARD ADVERTISING.)

Dear Sir—Knowing you are of the stock trade, business will be for the past week has been good. Concerns for advertising and commercial work are more numerous and larger than last year.

We now have on our boards, the following foreign work paper for the **Francis American Show, Adams' Chewing Gum, Socorro's Chewing Gum, Kido Chewing Gum, New Label Ketchup, Adams' Envelopes, etc.** business almost twice as it has been for some time. During the past few weeks, several firms we had the pleasure of placing contracts for papers, or so a client would call it, "making people aware" I think the general outlook all over the country is fine.

As your last issue, I received under your New York Notes, and you express a great deal of light going on in Chicago, because the bill posters and designers. In that statement you were wrong. The fight was not between me and the designers, and the other bill posting companies, but against the system of billboards and signs "going" on non-leased and non-protected walls, fences, bus boxes, mark stands, etc., in so very annoyingly in our bill posters.

After these weeks of general covering up of all the outside dead walls, other ways,

and houses, etc., kept of **Police** business has decided that on and after October 1st, all signs there shall be so such thing as "wiping" down in the city of Chicago, and there is what it should be.

If there is any condition offered to advertisers that will sooner or later depend there, it is trying to reach the public by means of signs in advertising.

Any advertising advertiser who will advise public advertisers to advertise by means of signs is not to expect for bill posters in this country. These signs, stand work and all large signs, is the only proper way for the bill poster to appear himself a great benefactor to the advertiser.

No news of importance regarding the Association. All members and the outside business seem at large more to the paper adopted and business done at the meeting of Detroit.

Yours truly,

R. C. CARROLL.

Chas. Grant, formerly one of **Barnes & Bailey's** expert bill posters, has challenged **Joseph Post**, of Worcester, Mass, for a bill posting contest, for five or six days. Both men claim to be the finest in the country.

POSTER PRINTERS

Advertisement rates in this issue are provided for at a glance in separate list. See also the "Bill-Poster's Directory" published by the Bill-Poster's Association, 125 West 42nd Street, New York City, which contains a list of all bill-posters and their addresses in all parts of the United States.

Bill-Poster's Directory, 125 West 42nd Street, New York City, contains a list of all bill-posters and their addresses in all parts of the United States. It is published by the Bill-Poster's Association, 125 West 42nd Street, New York City. It is published by the Bill-Poster's Association, 125 West 42nd Street, New York City. It is published by the Bill-Poster's Association, 125 West 42nd Street, New York City.

The Bradstreet Litho. Co., Ltd. 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 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857, 859, 861, 863, 865, 867, 869, 871, 873, 875, 877, 879, 881, 883, 885, 887, 889, 891, 893, 895, 897, 899, 901, 903, 905, 907, 909, 911, 913, 915, 917, 919, 921, 923, 925, 927, 929, 931, 933, 935, 937, 939, 941, 943, 945, 947, 949, 951, 953, 955, 957, 959, 961, 963, 965, 967, 969, 971, 973, 975, 977, 979, 981, 983, 985, 987, 989, 991, 993, 995, 997, 999, 1001, 1003, 1005, 1007, 1009, 1011, 1013, 1015, 1017, 1019, 1021, 1023, 1025, 1027, 1029, 1031, 1033, 1035, 1037, 1039, 1041, 1043, 1045, 1047, 1049, 1051, 1053, 1055, 1057, 1059, 1061, 1063, 1065, 1067, 1069, 1071, 1073, 1075, 1077, 1079, 1081, 1083, 1085, 1087, 1089, 1091, 1093, 1095, 1097, 1099, 1101, 1103, 1105, 1107, 1109, 1111, 1113, 1115, 1117, 1119, 1121, 1123, 1125, 1127, 1129, 1131, 1133, 1135, 1137, 1139, 1141, 1143, 1145, 1147, 1149, 1151, 1153, 1155, 1157, 1159, 1161, 1163, 1165, 1167, 1169, 1171, 1173, 1175, 1177, 1179, 1181, 1183, 1185, 1187, 1189, 1191, 1193, 1195, 1197, 1199, 1201, 1203, 1205, 1207, 1209, 1211, 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LIST OF FAIRS

+ + 1895. + +
REVISED AND CORRECTED.

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This directory will furnish to each a complete list of fairs, and will be found useful to those who are engaged in the business of advertising. It will also be found useful to those who are engaged in the business of advertising. It will also be found useful to those who are engaged in the business of advertising.

ARKANSAS
Newport, **Jackies County Fair**, Oct. 8 & 10, 11, 12
Columbia, **Madison Fair Association**, Oct. 12, 13, 14, 15
Fayetteville, **Greene county Fair**, Oct. 12, 13, 14, 15

CONNECTICUT
Hartford, **General Agricultural Society**, Oct. 12, 13, 14, 15
Hartford, **General Agricultural Society**, Oct. 12, 13, 14, 15
Hartford, **General Agricultural Society**, Oct. 12, 13, 14, 15
Hartford, **General Agricultural Society**, Oct. 12, 13, 14, 15

DELAWARE
Dover, **Agricultural Society of Delaware**, Oct. 12, 13, 14, 15
Wilmington, **Wilmington Fair Society**, Oct. 12, 13, 14, 15

FLORIDA
Tallahassee, **State Normal Fair Society**, Oct. 12, 13, 14, 15

GEORGIA
Atlanta, **City and Suburban Agricultural Society**, Oct. 12, 13, 14, 15
Macon, **Wheeler County Fair**, Oct. 12, 13, 14, 15

IDAHO
Boise City, **Boise City Mining Club**, Oct. 12, 13, 14, 15

ILLINOIS
Carrollton, **Carroll County Fair Association**, Oct. 12, 13, 14, 15
Chicago, **Chicago Agricultural Society**, Oct. 12, 13, 14, 15

INDIANA
Indianapolis, **General Agricultural Society**, Oct. 12, 13, 14, 15
Indianapolis, **General Agricultural Society**, Oct. 12, 13, 14, 15

IOWA
Des Moines, **General Agricultural Society**, Oct. 12, 13, 14, 15
Des Moines, **General Agricultural Society**, Oct. 12, 13, 14, 15

NEW YORK
New York, **General Agricultural Society**, Oct. 12, 13, 14, 15
New York, **General Agricultural Society**, Oct. 12, 13, 14, 15

NORTH CAROLINA
Raleigh, **General Agricultural Society**, Oct. 12, 13, 14, 15
Raleigh, **General Agricultural Society**, Oct. 12, 13, 14, 15

OHIO
Columbus, **General Agricultural Society**, Oct. 12, 13, 14, 15
Columbus, **General Agricultural Society**, Oct. 12, 13, 14, 15

KENTUCKY
Lexington, **General Agricultural Society**, Oct. 12, 13, 14, 15
Lexington, **General Agricultural Society**, Oct. 12, 13, 14, 15

LOUISIANA
New Orleans, **General Agricultural Society**, Oct. 12, 13, 14, 15
New Orleans, **General Agricultural Society**, Oct. 12, 13, 14, 15

MAINE
Portland, **General Agricultural Society**, Oct. 12, 13, 14, 15
Portland, **General Agricultural Society**, Oct. 12, 13, 14, 15

MARYLAND
Baltimore, **General Agricultural Society**, Oct. 12, 13, 14, 15
Baltimore, **General Agricultural Society**, Oct. 12, 13, 14, 15

MASSACHUSETTS
Boston, **General Agricultural Society**, Oct. 12, 13, 14, 15
Boston, **General Agricultural Society**, Oct. 12, 13, 14, 15

MICHIGAN
Lansing, **General Agricultural Society**, Oct. 12, 13, 14, 15
Lansing, **General Agricultural Society**, Oct. 12, 13, 14, 15

MISSOURI
St. Louis, **General Agricultural Society**, Oct. 12, 13, 14, 15
St. Louis, **General Agricultural Society**, Oct. 12, 13, 14, 15

NORTH CAROLINA
Raleigh, **General Agricultural Society**, Oct. 12, 13, 14, 15
Raleigh, **General Agricultural Society**, Oct. 12, 13, 14, 15

NEW JERSEY
Newark, **General Agricultural Society**, Oct. 12, 13, 14, 15
Newark, **General Agricultural Society**, Oct. 12, 13, 14, 15

TEXAS
Dallas, **General Agricultural Society**, Oct. 12, 13, 14, 15
Dallas, **General Agricultural Society**, Oct. 12, 13, 14, 15

VIRGINIA
Richmond, **General Agricultural Society**, Oct. 12, 13, 14, 15
Richmond, **General Agricultural Society**, Oct. 12, 13, 14, 15

WASHINGTON
Seattle, **General Agricultural Society**, Oct. 12, 13, 14, 15
Seattle, **General Agricultural Society**, Oct. 12, 13, 14, 15

WISCONSIN
Milwaukee, **General Agricultural Society**, Oct. 12, 13, 14, 15
Milwaukee, **General Agricultural Society**, Oct. 12, 13, 14, 15

WEST VIRGINIA
Martinsburg, **General Agricultural Society**, Oct. 12, 13, 14, 15
Martinsburg, **General Agricultural Society**, Oct. 12, 13, 14, 15

YUKON TERRITORY
Fairbanks, **General Agricultural Society**, Oct. 12, 13, 14, 15
Fairbanks, **General Agricultural Society**, Oct. 12, 13, 14, 15

CANADA
Ottawa, **General Agricultural Society**, Oct. 12, 13, 14, 15
Ottawa, **General Agricultural Society**, Oct. 12, 13, 14, 15

ONTARIO, CANADA
Toronto, **General Agricultural Society**, Oct. 12, 13, 14, 15
Toronto, **General Agricultural Society**, Oct. 12, 13, 14, 15

BRITISH COLUMBIA
Vancouver, **General Agricultural Society**, Oct. 12, 13, 14, 15
Vancouver, **General Agricultural Society**, Oct. 12, 13, 14, 15

DO YOU WANT IT? COLORADO, WE CAN GIVE IT TO YOU.

THE
Curran Co.

Main Office,
Denver, Colo.

Branches,
Colorado Springs
and Pueblo.



Controls the
Big 3
Distributing Points for
Bill Posting,
Distributing,
Wall and Fence
Advertising Signs.

Be sure to have your ad. in the Christmas number of

IT'S ALL IN A ROOMER.

WE EXPECT YOUR AD.

"BILLBOARD ADVERTISING." Magnificently Illustrated.

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



Contains New Ideas and Improved Construction developed in the manufacture and use of these
models of the No. 2. It is a marvelous combination of simplicity and ingenuity, being easily adjusted,
portable and portable. It is a simple, correct machine, free from the many faults which
attend most of the other machines, gives results considered by any. Incomparably maintained and
reliable, every condition is guaranteed.

Get This Year and No Competitor. Send for catalogue and letter written with it.
AMERICAN TYPEWRITER COMPANY
CITY HALL SQUARE, NEW YORK.

The Old Ballade.



JOHN CHAPMAN.

THE
JOHN CHAPMAN CO.
LICENSED CITY AND SUBURBAN
BILL POSTERS,
DISTRIBUTERS,
ART BULLETIN ADVERTISERS,
PAINT MANUFACTURERS.
15 Longwood St., Telephone 2314.
CINCINNATI, O.



For Ascensions
Of Any Description.

ADMISSION.

The Great Heener Balloons Co.
CINCINNATI, ODE.

WRITE TO



THE MONTANA BILL POSTERS' ASSOCIATION.
MONTANA
Bill Posters' Association,

C. A. HARRIS, Helena,
STATE CONTRACTOR FOR
Bill Posting, Distributing, and
General Advertising,
Helena, Mont. Great Falls, Missoula,
Anaconda, Bozeman, Livingston,
Billings, Deer Lodge

Bill Posters!

Best Posts Bush Hard on Earth.
I HAVE THEM. YOU NEED THEM.
MACK W. PEACHEE,
11 Water Street, INDIANAPOLIS, IND.

THEY'LL BRING YOU THE BEST. Make your Bill Posters
Stronger and More Effective. ADDRESS: C. C. BROWN.

CONTRACTS
SOLICITED FOR

Distributing

All Kinds of Advertising
Matter, by the

**International
Association
of
Distributors
OF NORTH AMERICA.**

Builds Handsets Only. Address Forwarded
Picks Loc. contains with Good Work.

W. H. STEINBUCHNER, Secretary,
No. 10 Vine Street, CINCINNATI, O.

Step! Look and Read! **LIMA, OHIO,** Feb. 20, 1900

Bill Posting Plant For Sale

Or TRADE, being fine business, exact base on account of health. Best Place of its kind in Ohio. For price, etc., address **W. C. TERRELL, City Bill Poster.**

HUIEST-STOUT SIGN CO.

LICENSED CITY BILL POSTERS,
ADVERTISING SIGN CONTRACTORS.

213 N. EIGHTH STREET, ST. LOUIS, MO.
1000 and General Bill Posters' Dept. of 87 1/2 and 90th Streets to St. Louis and St. Louis, Mo.

This is Ramsey of Lexington,

Don't Overlook Lexington, The Queen of The Famous Billboards Region!



HE POSTS BILLS? NO.
Is The Case. He OWNS LEADING POSTERS
SAYS THAT ALL YOUR BILLS IN THE POSTING PLANT
WILL BE DONE BY HIM. HE HAS THE RIGHT TO
DO THEM. YOU PAY HIM 7 CENTS FOR 30 DAYS. HE
DISTRIBUTES THEM! I SHOULD SAY SO. BUT I DON'T
WANT TO BE BORED BY HIM. ELSE.



This is Thinkist. Drop in When You Are in Town. Good Place to Look.

L. H. Ramsey & Co.



The Ideal Paste Machine

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

- This Paste Machine is to-day the simplest piece of machinery on the market. Easy to operate, can be run by hand or steam power. Size of machine, 4 feet 4 inches long, 20 inches wide, 1 foot 11 inches high.
- Write us for printed matter.

IDEAL PASTE MACHINE CO.

DAVENPORT, IOWA.

Write To **Montague & McHugh, Fairhaven, Wash.**

For information regarding The Famous

WASHINGTON CEDAR SHINGLES.

When you write, mention *Billboard Advertising.*

Chas. H. Day's Circus Story,

400,000 Ad. Foreignly."

WITH RELEVANT TRAINING.

Mailed on receipt of twenty cts. to W. D. W.

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