

# THE BILLBOARD

Vol. IX, No. 4.

CINCINNATI, MAY 1, 1897.

PRICE 5 CENTS  
PER YEAR, \$1.00

## MAKING IT PAY; or Hints for Country Bill Posters.

By HARRISON HAYDEN BURNHAM.

This is the first of a series of articles which will run through perhaps a half dozen issues of THE BILLBOARD. I know of no other way of introducing myself to the readers of this paper, than by simply stating that I will be in a country bill poster office, and, by the way, before I proceed further I need just explain what I mean by a country bill poster. The use of a bill poster who is located in any town of less than ten thousand inhabitants. Just at present he is an exceedingly vague personage. Sometimes he is a paper hanger; quite frequently he is the stage decorator of the open theatre; then again he may be a sign painter, a ferry man or a carpenter. Occasionally he is in fact, but in most instances a dozen places that are merged, and well merged in that, by women. During the course of my peregrinations I have found many good artists of this kind. For instance, I have known bill posters who were also lawyers, dentists in fact, or, painters, painters of the press, that of the fire department, and also of the newspaper, doctors, grocers, druggists, undertakers, and, in fact, anything at all that could help to add to the miscellaneous of their billboards.

It was a publisher when I went into the business. I owned a weekly in a Western town. My parents had purchased it (the weekly) for me when I left college, so as to give me a chance to grow up with the country. The town had about a population of 2,000 inhabitants, although we staged a few, and was located, to quote a writer of mine, "about forty miles from everywhere."

For about two years I had a terrible struggle with the weekly. It was my first work. Occasionally I am a little down, but generally it was on top. I finally got to think about the business, and, after a while, down East, had got out and regularly drew boxes of grub. The circulation at the time I got into business, as the former owner gladly informed me, was 1,000, and the mail list, hardly exceeded, but I was disappointed, but it should be very on almost everywhere. It is unnecessary that a number of people copies it taken to go round among the western agents. In one case I was over two hundred, and when the publishers with each other, advertisements who took direct and cash, was not satisfied from the total, I found my boxes full, but was a little under five hundred.

Then, of course, I found that I had backed up a week's bill. That should show me circulation bringing it. I figured out a thousand. I started a business and, provided every man, woman and child in the town had a copy of the issue containing the best in advertising. I offered, however, concentrated making lists, and made a personal house-to-house canvass. I tried everything I had ever heard of, but the circulation steadily refused to bud. The advertising manager was just about satisfied, and finally I got discouraged and set to work at a retail drug advertising in the Eastern papers, but without result. Then I began to look around for a bill poster to employ it in town for a cheap rate, making lists, a hotel, a livery stable, and finally offered it a bill poster in a small town, but failed signally in each instance.

At last this time my fellow citizens determined to hold a fair. They met, organized, and associated and elected me secretary. I was respected when I was doing what I supposed the position. I only saw a salary which, while somewhat meagre, but I saw discovered that the secretary of a fair association was the whole thing. He is supposed to know everything and do everything. He is the manager, book-keeper, general chronicler, advertising and press agent, all rolled into one. I did not know even a little bit about any. I started in to read up. I consulted the American Newspaper Directory for a trade paper devoted to fairs, but there was none listed. Then I went to Kew-Forest & Co., explaining what I want-

I wish I could describe the conversation of the directors when the paper arrived. There was enough to fill an ordinary circus in a dozen towns. There was no business, while there, three-shots and great big round-shoulder snobs. We could not return it for it was all crowded. Neither could we hold it over for the next year because it was all dated. What to do with it was the question, especially the big snobs. Disposing of it was a matter of some concern, but we were large enough. By this time, much reading of The Newspaper Directory had convinced me in an instant in bill posting, so I suggested to the directors that we build some boards.

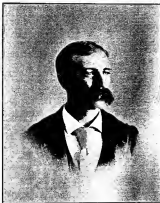
and settled by making over to use all the boards we had built, and that is how I got started. I was not at all disappointed. I immediately arranged to advertise the Gazette (my paper) on my newly acquired boards, and, without the usual business man's question I had the fair, but not quite so much as I had expected. I used a few boards and a few hundred dollars worth of boards, which I captured myself. The results surpassed my most sanguine expectations. Subscriptions began to come in, slowly at first, but faster as time wore on, and eventually advertising took on a solid basis. I soon found myself in possession of a bit of good property. Others found it not so plain as it is made the discovery, for I was surprised shortly thereafter to receive an offer for the paper, which gave me a very fair amount for what I had paid for it originally. I sold it quick. I was an enthusiastic bill poster by this time, and an open house was being kept in town and I had already succeeded in working up some local trade, I was anxious to devote my entire time to my new vocation.

Success attended me, and, oh, how I enjoyed it. After my experience, I can remember the only fact that I was making a mistake was a change. As weeks grew into months and my best success was almost to meet higher and higher, my joy grew to be almost unbearable. At last I got self-supporting and independent. I will never forget those days if I live to be a hundred years old.

When I figured up at the end of the year I found that I had almost twelve hundred dollars. But I also found that that was about the limit; that a town of a 2,000 inhabitants would yield. I was surprised. I considered I would look for a larger town, so I broke my contract to re-locate there, and prepared for a trip. I had a line of sample posters from my own business, and I had a commission on all sales which I had in hand, and as I had been quite successful at home I considered that I had a fair chance of my idea being to deliver some portion of my expenses by covering the various towns I intended to visit. I was in luck. I met with such marked success that I had to stop in almost every town so thoroughly, that I determined to double it each time stopping as I might be able to buy up the territory. I was in luck. I thought that these were little things to the readers of THE BILLBOARD that would be particularly helpful in advertising, but I was thinking the matter over I have concluded that I may possess some ideas, and by able to convey my suggestions which will help and these people profitably. I don't say very, very, and if I do an act, at best, I shall do no harm.

Then, beginning I want to direct attention to the next number of good towns that are yet unoccupied. I know that any town of 2,000 inhabitants can be made to pay a hundred dollars a month. I believe that towns as low as 1,000 will support a bill poster if he will add a considerable price making and sign printing. It is possible to get a town of 1,000 inhabitants and a considerable number of other fields of effort that no money opportunity was overlooked.

There is one more thing I want to mention at present in a good country town, who is better than a city. I have seen a bill poster, in fact, to make both sides over, who by the exercise of a little judgment might double his earnings. It is to those that



W. D. REDINGTON.

and finally along came a copy of THE BILLBOARD. I immediately wrote for both copies and also to the secretary of other fairs for information, methods, etc. In due course, I began to get a fair on how to go about things, but by this time our fair was upon us, and the advertising had to be laid off. It was decided that we ought to make them. As I had no idea of types or the manner required, I wrote to a well-known Cincinnati printing house, explaining my needs as best I could, and gave them an open order to select styles and quantities as seemed best. They thought I might need. And they did with a suggestion.

Well, to make a long story short, we had the boards and men had the business. There was billboards in sixteen towns and covered them, making country routes in the morning throughout all the portions of the State, and by dint of persistence and hard work we finally sold all the paper up.

The fair sold, I am afraid, did not amount to much, but the introduction was enormous. Various came from miles around, and every body in town, especially the merchants, noted the fact as significant success. If ever the shrewd got done paying for their poster they would sell more money for.

As per my case the blow-off came they used me a little over a month's salary





## THE BILLBOARD.

Published weekly at  
125 East Eighth Street, Cincinnati, O., U. S. A.  
Address all communications  
For the editorial or business department to  
THE BILLBOARD PUBLISHING CO.

Subscription, Five Dollars Per Annum, in Advance.  
Advertising Rates:  
Advertisements will be published at the rate of one cent per copy. For long term advertisements more than six months or for the longest bills of the month. Our terms are cash.

Special advertising is sold in London and Paris at 10s. per line. In Chicago, New York and San Francisco at 15c. per line. In other cities at 12c. per line. For a full list of rates and conditions, apply to the office of circulation, 125 East Eighth Street, Cincinnati, O. For a full list of rates and conditions, apply to the office of circulation, 125 East Eighth Street, Cincinnati, O. For a full list of rates and conditions, apply to the office of circulation, 125 East Eighth Street, Cincinnati, O.

When it is necessary to give an illustration and copy the subscription, please send to the office of circulation, 125 East Eighth Street, Cincinnati, O.

### MAY, 1917.

History proves that a question is never finally and fully settled until it is settled fully. All of the toppling on the question of slavery went for naught. Human bondage was a monstrous wrong, only to be righted by complete emancipation, and it is as with the "obscure" revolution in bill posting and all of the rest of this age's enigmas and fables. In silly and futile common sense, its originator, from behind closed doors, its unaccountable reputation and demands, are wrong, all wrong. Think of a body of men, thin-bodied men, comprising to ride the business of Mrs. Dandee, a widow, and the widow of a Bill poster at that. The chance of it is a being respect to the members of the Associated Bill Posters' Association, which will reduce as fast as the organization survives.

In Hatched America and its associated men sponsors do not attempt to defend it. They cannot. They seem to a reform in an argument, they multiply another "business is business" and repeat long tales.

The "obscure" association is stifling all progress and development. It is time that the intelligent bill posters of America quit making compromise and adapted reform and decisive action.

When the Hayson occupied the White House it was conducted more nearly in accord with the ideas of the Women's Christian Temperance Union than it ever had been during any previous administration. The Hayson family were enthusiastic members of the organization, and made every effort to endorse to its ideals. They came so near realizing them as the obligation of the other world permit. Yet it is doubtful if any president was subjected to such thrills of shame, such concern, at the hands of the W. C. T. U. as was Hayes.

We see the same man, short sighted spirit confident of the A. K. F. A. as he long as an agent or advertiser ignores his position altogether and confines his attention to publications, he enjoys the good will of the officers and members of the organization, but just let him voice an interest in the billboards and attempt a trial of their merits, and at once he is subjected to every accusation, discounty and abuse that a rebel ingenuity can devise. He is labeled, threatened, jeered, all for an other reason than, he has attempted to patronize the billboards.

When one persists, too twice away disgusted with the petty persecutions of the men with whom they are dealing. This is why the billboards, with ten times the pulling power of publications, have less than a thousandth part of their patronage.

A CONGRATULATION—evidently a very young man, who is experiencing his first venture in fair management, explains that our efforts to give the fair managers of the country a paper of their own is commendable. He also lauds the suggestion that if THE BILLBOARD was published in New York it would greatly meet with the recognition it deserves. We want to assure your friend that THE BILLBOARD is recognized and fully established, too. Fair managers of experience everywhere take it and read it regularly, while fair business, business and politicians rely on it as their fair intelligence, and buy it in preference to all others. Cincinnati is the home of THE BILLBOARD and it is fortunate and fitting that it is so. The Queen City originated the latest-day exposition, the Agricultural and Mechanical Exposition was the first of its kind ever held, and the one after which all the others, even including the Centennial at Philadelphia, and the World's Fair at Chicago, were patterned. Although they are common enough to-day, Cincinnati's Annual Exposition was for years the only affair of the kind in the country. Taken all in all, we are inclined to think that we could hardly have put upon a better place from which to issue a paper devoted to sales, food shows and expositions.

Every now and then, too, some covers profess discover that an advertising paper is rather a queer vehicle to carry a fair department. If this paragraph should meet the eye of anyone entertaining a similar view we would like to ask him what a fair or food show is an exception to. Is it not first, last and all the time an advertising medium? What do manufacturers and farmers exhibit their wares and products for? Is it not to advertise them? What is the fair or the exposition itself? Is it not frequently, if

not, always, a method of attracting visitors to and thereby advertising some particular town or city? Now this being the case, what is more fitting than that they be treated from an advertiser's standpoint as an advertising paper?

These are Yankee answers, but they get there. We have never seen any inconsistency in the conclusion, and we do not believe that any states, but in that as a way, THE BILLBOARD will continue to run to its Fair Department.

CHAS. ARDIN BATES always steadily controlled for both in advertising. Faithfully so other advertising expert but probably "the truth, the whole truth, and nothing but the truth," as fondly and pointedly as he. Furthermore, he perceived what he preached, he an ex-actor though he yielded to admission that had long consumed him, and launched Criticism. In the old, old story Criticism had to have a circulation, and the great Chas. Ardin Bates. Bewildered even as early as my ordinary mortal. The account of the marvelous growth is thrilling. It is well, just read it. None of the bold, wide fabrications of the ordinary circulation manager. Nothing cheap or new. On the contrary, it is an artistic decision. A delicate and subtle blending of fact and fancy, but then the touch marks of the master hand. It is as beautifully drawn and so cleverly handled that one is loth to believe it is merely a—painting.

### No. 15.—QUOTATIONS AND PRICES.

For Bill Posters.

Advertising rates of this publication should be paid in advance. A copy of the bill of which our members, by a majority vote of the Association, is published in the Billboard, Cincinnati, O., U. S. A.

Any paper with which you only do us in favor of 40% discount on our rates for advertising.

Respectfully yours,

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Mrs. J. M. Smith's Billboard. It is a beautiful and useful advertisement for the... of the... of the...

The Central Ohio Fair Association is a thing of the past, stockholders at a recent meeting, voting to dissolve the corporation.

At its annual meeting, held at Xenia, O., on January 13, the treasurer reported showed that the Northwestern Ohio Fair to be entirely free from debt and has money in the treasury. The company has elected the following directors: C. C. Green, N. S. Johnson, L. W. Williams, C. S. Sweeney, J. L. Bishop, M. J. Magoon, T. F. Fink, L. McLean, G. W. Cunningham, T. D. Adams, Dr. Finton, V. Finley, P. R. Hill, Elmo Fox and K. Cricker.

The First Texas and Fair Association, at Knoxville, has completed a new beef building, located about three miles from the city. Mr. Arthur Green is secretary of the new association.

Thomas Green, an excellent and modest show with his Hensingers in need of a lively special advertisement, will do well to write Case. They are at St. Louis and Columbus, O.

The Ohio State Fair, at Columbus, advertises nicely by electric lights.

Fair managers who wish to see a model book for a square advertisement, should write to the chief of the Department of Exhibits of Texas Management and International Exposition, Omaha, Neb.

#### A Secondarily Inevitable

The horse exhibition exhibits held at the Louisiana Exposition at New Orleans have a secondarily inevitable. It is a very well known fact that in every exhibition there is a horse exhibition and in every exhibition there is a horse exhibition.

The Los Angeles people are making up the report of the exhibition, such as the report of the display and the report of the display. The report of the display is a very well known fact that in every exhibition there is a horse exhibition and in every exhibition there is a horse exhibition.

The exhibition is a very well known fact that in every exhibition there is a horse exhibition and in every exhibition there is a horse exhibition. The exhibition is a very well known fact that in every exhibition there is a horse exhibition and in every exhibition there is a horse exhibition.

We are all well aware that the law requires each man to be a citizen, every law requires that in every state, every law requires that in every state, every law requires that in every state, every law requires that in every state.

#### CONSTITUTION AND BELIEFS

of the Ohio State Association of Friends and Supporters of Ohio, adopted April 1, 1912. To the effect and intention of said constitution, that a person who is not a citizen of Ohio is not a citizen of Ohio.

Article 1.—The constitution of the State shall be supreme and any law which shall be passed in violation thereof shall be void.

Article 2.—The executive power shall be vested in the Governor and he shall hold office for a term of four years, beginning on the 1st day of January following his election.

Article 3.—The legislative power shall be vested in the General Assembly, which shall consist of the Senate and the House of Representatives.

Article 4.—The judicial power shall be vested in the Supreme Court of Ohio and such inferior courts as the General Assembly may from time to time create.

Article 5.—The right of suffrage shall be vested in the citizens of Ohio and in no other persons.

Article 6.—The right of suffrage shall be vested in the citizens of Ohio and in no other persons. This right shall be exercised in conformity with the provisions of this article.

Article 7.—The right of suffrage shall be vested in the citizens of Ohio and in no other persons. This right shall be exercised in conformity with the provisions of this article.

#### Family Favored.

Gen. W. G. Carry is secretary of the Ohio State Fair. He has been in the army for a long time and has been in the army for a long time and has been in the army for a long time.

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Washington, Conn., when an interview, Mr. W. G. Carry is secretary of the Ohio State Fair. He has been in the army for a long time and has been in the army for a long time and has been in the army for a long time.

Approval of the inquisitive advertisement of the Rippon Chemical Co. may give the friends of the genus, which explains the origin of the name and directs how it should be processed, the following map gotten is respectfully submitted for another ad on the same lines:  
Suggested  
Fruit  
Attention  
Mention the name  
Specimen  
If it catches on, the same idea may be adapted in variety of ways, for instance:  
Fruit  
Suck  
Mention  
Suggest  
Or, perhaps somewhat after the classical style:  
Rippon  
Fruit  
Attention  
Mention  
Suggest  
Or, another version, something like this:  
Rippon's  
Fruit  
Attention  
Mention  
Suggest  
Or, another version, something like this:  
Rippon's  
Fruit  
Attention  
Mention  
Suggest



"AT THE POST."

Twenty-five minutes, displaying the new playing machine, from the Franklin Lida Co., Okla.

# LIST OF FAIRS 1897

This list is prepared and corrected weekly, covering the principal and most important fairs and carnivals of the season. It is prepared by the **Billboard** office, and is published weekly. For further information, apply to the **Billboard** office, No. 109 Broadway, New York City.

### CONNECTICUT.

**Danbury** Danbury Fair Oct 3 to 10  
**Hartford** Hartford Fair Oct 3 to 10  
**Meriden** Meriden Fair Oct 3 to 10  
**New Britain** New Britain Fair Oct 3 to 10  
**Stamford** Stamford Fair Oct 3 to 10  
**Waterbury** Waterbury Fair Oct 3 to 10

### ILLINOIS.

**Alton** Alton Fair Oct 3 to 10  
**Chicago** Chicago Fair Oct 3 to 10  
**Decatur** Decatur Fair Oct 3 to 10  
**Evansville** Evansville Fair Oct 3 to 10  
**Galena** Galena Fair Oct 3 to 10  
**Rockford** Rockford Fair Oct 3 to 10  
**Springfield** Springfield Fair Oct 3 to 10

### INDIANA.

**Indianapolis** Indianapolis Fair Oct 3 to 10  
**Fort Wayne** Fort Wayne Fair Oct 3 to 10  
**Elkhart** Elkhart Fair Oct 3 to 10  
**Greencastle** Greencastle Fair Oct 3 to 10  
**Muncie** Muncie Fair Oct 3 to 10  
**Nappanee** Nappanee Fair Oct 3 to 10  
**Terre Haute** Terre Haute Fair Oct 3 to 10

### KANSAS.

**Topeka** Topeka Fair Oct 3 to 10  
**Wichita** Wichita Fair Oct 3 to 10  
**Lawrence** Lawrence Fair Oct 3 to 10  
**Salina** Salina Fair Oct 3 to 10  
**Empire** Empire Fair Oct 3 to 10  
**Manhattan** Manhattan Fair Oct 3 to 10

### MICHIGAN.

**Ann Arbor** Ann Arbor Fair Oct 3 to 10  
**Lansing** Lansing Fair Oct 3 to 10  
**Detroit** Detroit Fair Oct 3 to 10  
**Flint** Flint Fair Oct 3 to 10  
**East Lansing** East Lansing Fair Oct 3 to 10  
**Farmington Hills** Farmington Hills Fair Oct 3 to 10

### MARYLAND.

**Baltimore** Baltimore Fair Oct 3 to 10  
**Annapolis** Annapolis Fair Oct 3 to 10  
**Frederick** Frederick Fair Oct 3 to 10  
**Hagerstown** Hagerstown Fair Oct 3 to 10  
**Pikesville** Pikesville Fair Oct 3 to 10

### MASSACHUSETTS.

**Boston** Boston Fair Oct 3 to 10  
**Worcester** Worcester Fair Oct 3 to 10  
**Springfield** Springfield Fair Oct 3 to 10  
**Lowell** Lowell Fair Oct 3 to 10  
**Andover** Andover Fair Oct 3 to 10  
**Ware** Ware Fair Oct 3 to 10

### MINNESOTA.

**St. Paul** St. Paul Fair Oct 3 to 10  
**Duluth** Duluth Fair Oct 3 to 10  
**Minneapolis** Minneapolis Fair Oct 3 to 10  
**Brainerd** Brainerd Fair Oct 3 to 10  
**Fergus Falls** Fergus Falls Fair Oct 3 to 10

### MISSOURI.

**St. Louis** St. Louis Fair Oct 3 to 10  
**Springfield** Springfield Fair Oct 3 to 10  
**Warrensburg** Warrensburg Fair Oct 3 to 10  
**Jefferson City** Jefferson City Fair Oct 3 to 10  
**Independence** Independence Fair Oct 3 to 10

**Nebraska** Omaha Fair Oct 3 to 10  
**Lincoln** Lincoln Fair Oct 3 to 10  
**Omaha** Omaha Fair Oct 3 to 10  
**Beatrice** Beatrice Fair Oct 3 to 10  
**Lawrence** Lawrence Fair Oct 3 to 10

### NEBRASKA.

**Omaha** Omaha Fair Oct 3 to 10  
**Lincoln** Lincoln Fair Oct 3 to 10  
**Beatrice** Beatrice Fair Oct 3 to 10  
**Lawrence** Lawrence Fair Oct 3 to 10  
**Jefferson City** Jefferson City Fair Oct 3 to 10

### NEW HAMPSHIRE.

**Manchester** Manchester Fair Oct 3 to 10  
**Concord** Concord Fair Oct 3 to 10  
**Nashua** Nashua Fair Oct 3 to 10  
**Keegan** Keegan Fair Oct 3 to 10

### NEW YORK.

**New York** New York Fair Oct 3 to 10  
**Albany** Albany Fair Oct 3 to 10  
**Schenectady** Schenectady Fair Oct 3 to 10  
**Utica** Utica Fair Oct 3 to 10  
**Rochester** Rochester Fair Oct 3 to 10

### NEW JERSEY.

**Trenton** Trenton Fair Oct 3 to 10  
**Camden** Camden Fair Oct 3 to 10  
**Atlantic City** Atlantic City Fair Oct 3 to 10

### NEW YORK.

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**Albany** Albany Fair Oct 3 to 10  
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**New York** New York Fair Oct 3 to 10  
**Albany** Albany Fair Oct 3 to 10  
**Schenectady** Schenectady Fair Oct 3 to 10  
**Utica** Utica Fair Oct 3 to 10

**South Carolina** Charleston Fair Oct 3 to 10  
**Columbia** Columbia Fair Oct 3 to 10  
**Orangeburg** Orangeburg Fair Oct 3 to 10  
**Rock Hill** Rock Hill Fair Oct 3 to 10  
**Summerville** Summerville Fair Oct 3 to 10

**Tennessee** Nashville Fair Oct 3 to 10  
**Memphis** Memphis Fair Oct 3 to 10  
**Knoxville** Knoxville Fair Oct 3 to 10  
**Chattanooga** Chattanooga Fair Oct 3 to 10  
**Daytona Beach** Daytona Beach Fair Oct 3 to 10

**Virginia** Richmond Fair Oct 3 to 10  
**Roanoke** Roanoke Fair Oct 3 to 10  
**Norfolk** Norfolk Fair Oct 3 to 10  
**Harrisonburg** Harrisonburg Fair Oct 3 to 10

**Washington** Washington Fair Oct 3 to 10  
**Philadelphia** Philadelphia Fair Oct 3 to 10  
**Pittsburgh** Pittsburgh Fair Oct 3 to 10  
**Baltimore** Baltimore Fair Oct 3 to 10  
**Washington DC** Washington DC Fair Oct 3 to 10

**West Virginia** Charleston Fair Oct 3 to 10  
**Maryland** Baltimore Fair Oct 3 to 10  
**Delaware** Dover Fair Oct 3 to 10  
**District of Columbia** Washington DC Fair Oct 3 to 10

**Wisconsin** Milwaukee Fair Oct 3 to 10  
**Madison** Madison Fair Oct 3 to 10  
**Green Bay** Green Bay Fair Oct 3 to 10  
**Wausau** Wausau Fair Oct 3 to 10

**Wyoming** Cheyenne Fair Oct 3 to 10  
**Casper** Casper Fair Oct 3 to 10  
**Laramie** Laramie Fair Oct 3 to 10  
**Billings** Billings Fair Oct 3 to 10

**Idaho** Boise Fair Oct 3 to 10  
**Boise** Boise Fair Oct 3 to 10  
**Idaho Falls** Idaho Falls Fair Oct 3 to 10  
**Twin Falls** Twin Falls Fair Oct 3 to 10

**Montana** Helena Fair Oct 3 to 10  
**Billings** Billings Fair Oct 3 to 10  
**Great Falls** Great Falls Fair Oct 3 to 10

**Nebraska** Omaha Fair Oct 3 to 10  
**Lincoln** Lincoln Fair Oct 3 to 10  
**Beatrice** Beatrice Fair Oct 3 to 10

**North Carolina** Raleigh Fair Oct 3 to 10  
**Charlotte** Charlotte Fair Oct 3 to 10  
**Asheville** Asheville Fair Oct 3 to 10

**Ohio** Cleveland Fair Oct 3 to 10  
**Columbus** Columbus Fair Oct 3 to 10  
**Cincinnati** Cincinnati Fair Oct 3 to 10  
**Cleveland** Cleveland Fair Oct 3 to 10

**Pennsylvania** Philadelphia Fair Oct 3 to 10  
**Pittsburgh** Pittsburgh Fair Oct 3 to 10  
**Harrisburg** Harrisburg Fair Oct 3 to 10

**Rhode Island** Providence Fair Oct 3 to 10  
**Tennessee** Nashville Fair Oct 3 to 10  
**Texas** Dallas Fair Oct 3 to 10  
**San Antonio** San Antonio Fair Oct 3 to 10  
**Austin** Austin Fair Oct 3 to 10  
**Houston** Houston Fair Oct 3 to 10  
**Fort Worth** Fort Worth Fair Oct 3 to 10  
**Phoenix** Phoenix Fair Oct 3 to 10  
**San Diego** San Diego Fair Oct 3 to 10  
**San Francisco** San Francisco Fair Oct 3 to 10



**HENRY C. CROSBY**  
**ADVERTISING**  
**SIGNS,**  
 (Successor to) **PATERSON, N. J.**

**SIDNEY, OHIO, C. P. ROGERS**  
**CITY BILL POSTER.**  
 One of our best City Bill Posters and best made in the city.  
 Also advertising specialties prepared in

**G. F. BANGASSER & CO.**  
**CITY BILL POSTERS AND DISTRIBUTORS,**  
 The New York and New England. One of the best made in the country. P. O. Box 200, **MOHAWVILLE, OHIO.**

**TRENTON, NEW JERSEY.**  
**The Trenton Bill Posting Co.**  
 One of the Billboards in the city and advertising specialties prepared in the city.  
**W. S. WILLIAMSON, Manager**

Licensed and Respectable  
**Bill Posters and Distributors.**  
**WE ARE HUNG.**

**BROWN & WATSON**  
 Pop. 30,000. **PERU, IND.**

**Lorain, O. P. J. Smith,**  
**Bill Poster and Distributor.**  
**Lorain, Ohio.**

**Wilmington, North Carolina.**  
**Pop. 20,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Willsboro, Texas.**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Lima, Ohio. Pop. 30,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Millard, Mass.**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Denver, Colo.**  
**Pop. 100,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Waukegan, Ill.**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**E. W. STUBBS,**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Waukegan, Ill.**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Waukegan, Ill.**  
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**W. D. Day & Co., Bill Posters and Distributors.**

**Waukegan, Ill.**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

1891. "Everything comes to him who hustles while he waits." 1897.  
**THE HUSTLER ADVERTISING CO.**

Special personal service given in all cities. **OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.** The only office maintaining service in all cities.  
**W. H. GARR, MANAGER.**  
**24 NORTH MIAMI STREET, PORT WAUNE, IND.**

Full Grand Scale, Heavy-Weight, Galvanized, Sheet, Etc. **OGDEN & CO.,** Manufacturers of **Automatic Slot Machines,** One Sold Every Month. Largest Factory in U. S. **195 Clark Street, CHICAGO, ILL.**

**The Bill Poster**  
 The English counterpart of The Billboard. Subscriptions 60 cents per year, post free, may be sent to us by East English St., Cincinnati, O.

**NOTHING EXCELS THE SERVICE RENDERED BY THE BINGHAMTON BILL POSTING COMPANY, CONTRACTORS FOR OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.**

Special rates given to those who desire Billposting. **P. M. COOLEY, Mgr., BINGHAMTON, N. Y.**

**The W. D. Husted Advertising Co.**  
**Tens and Billboards POSTERS.**  
 Illustrations, Bulletin Signs, Painting, etc.  
 Out door advertising of every description  
**Office: by Main Street, MANSFIELD, THOSA CO., PA.**

**WE OWN OR CONTROL ALL BULETINS AND POSTERS PRIVILEGES IN MANSFIELD.**  
 The leading town in the "Northwestern," with a close square foot of boards.  
 Also have boards and posting privileges in every town in the county.

**FRANK N. DESSL,**  
**BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,**  
**187 Schuyler Avenue, KANKAKEE, ILL.**

**THE LEADING SIGN POINTERS (BY TELEPHONIC OR BACK) IN THE UNITED STATES USE THE AULT & WIBORG CO'S POSTER INKS**

**Are You One Of Them? "AULT & WIBORG CO'S POSTER INKS"**

**AULT & WIBORG CO'S POSTER INKS**  
 Are You One Of Them? "AULT & WIBORG CO'S POSTER INKS"  
 CHICAGO

**Mexican International R. R.**  
**EAGLE PASS ROUTE.**

The Short Standard Gauge Line Between Mexico and United States and Interior. **San Antonio, Tex. No Transfer of Cars at the Border.**

A through Pullman Buffet Sleeping Car runs daily between San Antonio, Texas and Mexico City. A complete comfortable mechanical outfit of all appliances for making money at all important stopping places for the trade.

**THEATRICAL AND CITY BILL POSTERS, Advertising and Signwriting Agency.**  
 Work promptly and properly executed.  
**G. S. WOODRUFF, Mgr. PORT WAUNE, IND.**

**CRITTENDEN & CO.,**  
**City Bill Posters and Distributors,**  
**CENTRALIA, ILL.**

**HERMAN DELKER**  
**Bill Poster - Distributor,**  
**JUNCTION CITY, MO.**

**JNO. H. JONES,**  
 One of the best Bill Posters and Distributors in the State.  
**BALTIMORE, MD.**

**Oregon Sign Co.**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Omaha, Ne. P. M. Moore,**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Port Waune City Bill Posting Co.**  
**Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

**Waukegan, Ill. Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**

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**Waukegan, Ill. Pop. 10,000.**  
**W. D. Day & Co., Bill Posters and Distributors.**



# THIS IS AN AGE OF SPECIALTIES

We make a specialty of Posters—colored, lithographed posters. They are just the thing with which to advertise your specialty. We can prove that we can give you more profitable advertising with posters for a certain stated amount of money, than you can obtain for a like amount in any other medium. We not only prove it, but we guarantee it. If you are dubious, write us.

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

To get the best results from poster, advertisers should use special posters, that is to say, they should have their posters made to order—have a special design made especially for their own use. But those who want to try them in a small way, just for a beginning, will find our stock or syndicated posters just the thing.

## HERE ARE TWO NEW ONES.



**APPETIZING? HEALTHY?  
CERTAINLY  
LOOK AT US, WE EAT IT.**

### THIS ONE

Is designed for milling companies, who may wish to advertise (syndicatedly) any specialty in the way of a brand of flour, cement, rolled oats, cracked wheat, cereal preparation or breakfast food. It enables them to top the value of this class of advertising on a single run, show, less than any other class of advertising. The poster is a good one. Nice fit, healthily looking, with the northern, and the southern boy the groceries. The lines is all right, so is the size of letters under and on broken high, hand-drawn lithographed in cream. We will show printed as desired all ready to post as follows:

|               |                 |                  |
|---------------|-----------------|------------------|
| 10 for \$1.00 | 100 for \$7.00  | 500 for \$25.00  |
| 25 for \$2.50 | 100 for \$15.00 | 1000 for \$50.00 |

### THIS ONE

Is designed to advertise export whiskey, liquors, spices, or mill stone for a trade powder. It is an eye opener a show, but on the contrary, it is handily folded in colors, and resembles a luncheon show card. It is particularly attractive. There is something about it which commands the attention and holds it. It is attractive without being either suggestive or vulgar. No better poster was ever made for advertising articles of interest to men. We will show it printed and ready to post at the following prices:

|               |                 |                  |
|---------------|-----------------|------------------|
| 10 for \$1.00 | 100 for \$7.00  | 500 for \$25.00  |
| 25 for \$2.50 | 100 for \$15.00 | 1000 for \$50.00 |



If your bill poster can not show you samples, send 9 cents in stamps for either. Send it to

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

**BILL POSTERS AND AGENTS:** Please note that we have issued new posters for Bicycle Dealers, Furs, Eggplant Races, Trotting Races and Boat Races; new posters for Football, Soccer, Spring Races, Spring Shows and Spring Chalking; new posters for Fishing, Athletic Contests, Baseball Matches and Golfing; new posters for Theatre Parks, Expositions, Ice Cream Parlor and Gas Sales. Sample free to agents and bill posters of recognized standing.

**H. K. APPLE, INDIANA SIGN CO.**  
SIGN WORK OF ALL KINDS TO ORDER,  
BILL POSTING A SPECIALTY.

10,000 Feet of Private Space at your disposal. Will rent space any length of time. Give him a trial. County work takes on application.

**INDIANA, PA.**

**AGENTS WANTED** Either ladies or gentlemen, to sell our

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

You can start a profitable business without any capital, provided you need or will do two magnified responsible business men of your town or city, and someone to whom publication you use this advertisement.

**THE MINETEAUX SOAP & CHEMICAL CO.,** of East Third St., CINCINNATI, O.



**Your Portrait.**

We will send the ADVERTISING WORLD (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Half-tone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The ADVERTISING WORLD is an eight page, five columns, monthly paper, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus, Ohio.

**JOHN T. WILLIAMS,**  
347 Harrison St.,  
Population 10,000.

**BILL POSTER,**  
PORTLAND, OREGON.  
City Established 1850.

**YOUNGSTOWN, O. Has 153.**  
Send all orders and complete for distribution throughout the Western States to the  
Carroll Ohio Distributing Bureau.

**PRINTERS, ENGRAVERS, DESIGNERS,**  
Write for Prices and Terms Here.

**SEEK MEN OUT!**  
It's your best work. It's your best chance to get on the job. We are looking for men to sell our products. We have many territories open. We are looking for men to sell our products. We have many territories open. We are looking for men to sell our products. We have many territories open.

**100 No. 8 Envelopes Printed for 75 Cts.**  
and 100 Note Books  
NEW CASE CO., 21 North Center St., N. L.

**Do You Use Circulars?**  
We send you in Lots of 1000 or more each month (see directory section) each month with good results. Should be placed in good places (see our circulars) with them for 10c per thousand. Proper ad always.  
We will sell you 25c per copy of our Bill for 1000. per 1000 or 25c per thousand.

**WE WANT** to have from AGENTS 1000 or more per territory. We have many territories open. We are looking for men to sell our products. We have many territories open.

**POPULATION 12,000.**  
**HARRY P. BOWMAN,**  
CITY BILL POSTER,  
118 North  
JENNETTE, PA.

**J. H. HAYNES & SONS' DISTRIBUTING AGENCY**  
Only Exclusive Bill Posting Agency in the District of Columbia  
POPULATION 16,000.  
1440 McPherson St., WASHINGTON, D. C.

**Stilwell, Miss. Mrs. V. C. Eward.**  
City Bill Poster and Distributor.

**L. A. DANIELS,**  
CITY BILL POSTER AND DISTRIBUTOR,  
**SANTA CRUZ, CAL.**  
POPULATION 8,000.  
Member International Bill Posting Association.  
17 S. Front Street and Cor. 17th St.

**Toronto, Ont. City Bill Posting Co.**  
111 York Street, Toronto 20

**C. A. HOOD,**  
—LICENSED—

**City Bill Poster and Distributor,**  
Owns and Control All Billboards and Signs in the City.  
Special Attention Given to Commercial Work.

**Loc 263. DELPHOS, O.**

**STILLWATER, MISS.**  
Mrs. V. C. Eward.  
Distributor and Sign Maker.

**6,000 Names and Addresses.**  
Published on Demand Paper. All covered by rights in my Advertising plan. Give your name and address. Price 1.00 per copy. 100 for \$10.00. Sample when.

**JOHN H. BOWLEN,**  
1556 Monroe Street, Chicago.

**MRS. T. C. HEWARD,**  
Bill Poster, Stillwater, Miss.

**ALEXANDRIA, LOUISIANA.**  
POPULATION 7,500.  
**BLADES, the Advertiser.**

**LICENSED CITY BILL POSTER AND DISTRIBUTION.**  
SIGNS PAINTED ON WALLS AND FENCES.  
Owns and controls all billboards in the city. Write me for particulars.

**The Babbitt Entry and Record System.**

**INGENUOUS BE SIMPLE BE PRACTICAL.**  
**The Babbitt Ticket Account Book.**  
**PRACTICAL BE SIMPLE BE INGENUOUS.**

**FAIR MANAGERS**  
Should accept with the understanding, as referred to in the above and special notice enclosed.



**MADISON, WIS.**

**Established 1893.**  
**C. L. MURKEL, Manager.**  
**INTEGRITY ADVERTISING AGENCY**  
2776 Garnet St., PHILADELPHIA, PA.

One reason why you should give us a trial. We have yet to receive our last complaint the work done by us in 33 months, indifferent or dissatisfied account. Where placing any advertising in Philadelphia, or within a radius of 50 miles, we would be pleased to hear from you.  
We make a specialty of distributing circulars and samples, taking and all kinds of out-door advertising. Estimates cheerfully furnished.

**INDIGERSVILLE, MO.** Pop. 5,000  
The Standard Office in North  
**RIGG BROS.,**  
The only licensed BILL POSTERS in the CITY. CAPITAL and one of Missouri's best advertising agencies in the city. We are specialists in large display advertising. Also large local, district and sign business.

If you are an up-to-date advertiser you must be interested in advertising specialties. Billboards, signs and other outdoor advertising.  
**The Ads. Weekly St., 32, 34 & 36 E. 3d St.**  
CINCINNATI, OHIO.  
Manufacturers of and dealers in Remington and other typewriters, adding machines, calculators, Columbia, Parlophone, Records, etc.

## The Bill Posters' REAL Friend.

I am now placing posters for the George W. Childs Cigar in almost every state and territory, from the Atlantic Ocean to the Pacific.

The posters range in size from a quarter-sheet snipe to a 34-sheet stand; there are twelve different sizes and kinds, and I designed and printed all of it, and it all bears my imprint. I have spent \$100,000 for these people, and I expect to spend three times that amount during the coming twelve months for them.

During the past year numerous bill posters had this paper on their boards without a break for the entire year.

I am now placing posters for the Admiral Cigarette Company throughout seven states; the posters were designed and lithographed by me, and bear my imprint; 100 bill posters consider this a good thing.

I am now posting and distributing in ten states for Silver Tonic; the posters were lithographed by me and bear my imprint.

I am now placing posters for the Dunlop Detachable Tire, throughout the Union, as far west as Denver. The posters were lithographed by me and bear my imprint.

Hawes Hats, 3-sheets and 16-sheets, bearing my imprint, occupy the billboards in 400 cities and towns; some of this is placed and paid for by the local agent, some by me.

Gold Bond Cigar is a new advertiser; I am now placing their paper on the billboards in several states. The first idea this advertiser ever had of using the billboards he got from me nearly two years ago. His paper will be well handled, and he will be a big spender with the bill posters.

The above are among those which I am now placing with the bill posters.

## The Advertisers' REAL Friend.

My facilities for placing YOUR bill posting are of a superior nature. I am known to every bill poster in the Union as the promptest pay in the business, and I get the best of treatment on this account.

They all know that I do not countenance any excessive work—that the occasional man among them who proves dishonest with one of my clients, loses the future work of all my clients.

Come and see me. We can benefit each other.

*Sam W. Hoke*

Long Distance Bill Poster,

Telephone connection.

107 West 28th St., NEW YORK.

There are a few bill posters who have not communicated with me, nor sent me their rates, capacity, etc. Those who have not are invited to do so.