

# THE BILLBOARD

Vol. IX, No. 5.

CINCINNATI, JUNE 1, 1897.

PRICE 10 CENTS  
PAID BY MAIL

## AT THE BEGINNING.

By CHARLES ALBERT DAVIS.

"A thing well begun is half done." That is an old saw, but like any other saw, it has a sharp wisdom about it. Perhaps are usually the condensed wisdom of an ancient philosopher's maximization. Many failures in business might be traced to a wrong beginning. So many new gas-oline burners in the way they would smother "to pig in a pie?" It is simply bad-tempered, and if success comes, they take it that it is all chance or luck, something for which no account may be given. If failure comes, it is accepted as the same fabled accident matter. There is something plain in the first few steps of an important business method.

The man operating any business should be able to look at himself and his venture in the perspective, and not a distant prospective. If he is about to introduce a new article of food, let him ask himself: "What would I think of an ad for this new article?" What quality would he most likely be apt to see? Where would it be most likely to be seen? Is there any new corner of a hundred the owners would be? "I've always on a girl used for something to make me very myself and my family healthy. These medicines, verified for the benefit of men, women and children, are what all men and women are on the lookout for. I'd be much more likely to see and remember a large and attractive poster than a plain black and white talk in a newspaper."

And to read newspaper advertising, but there is time and space for it. It is not the beginning, nor the foundation. It is the keystone of the arch, the masonry roof, or the tower that pines the clouds. People read newspapers for all things other things than the advertisement. Thus, the Sunday papers have come on to be a security to the family household, and when it comes to a matter of economy, their women try to be the best.

The needs of women and their idea of health, of taking the high line in their household affairs, their desire to be on the make in the work of the day, have in almost the longest day, the most successful and the few and truest men, Sunday's advertisements are good investments for all concerned.

The week-day papers are used keenly for the sake of all current news, for when Congress is doing with the race, for the best and best-hill news, for the news, for the best society group and to follow the League strengthening and under-traits.

When that is done, then the man, on his way to business, in one way or the other, the billboards.

The woman, out for marketing, prepared with the triple daily problem: "What shall I buy for breakfast, dinner and breakfast to-morrow evening?" will not only see satisfaction in the bill of the Advertiser, which is in large type, the price, quantity and quality, but will be glad to see, at the marketing table, the picture with her eye.

Besides the billboards readers of newspapers who do not read advertisements every day, but who will be glad to see, out of the line of time or effort, then an occasion of persons will only take up a newspaper for a newspaper. They will not be interested in reading. They will get up a much conference to the publisher, and several stories they might go to the reporter, for the reports of prices are

as an end-point language. They are not read at all. These people are attracted to billboards. They never pass their advertisements without stopping. They read the glowing reports of Billings' Bill's Campaign of Rough Riders, and every newspaper. They smile appreciatively, and feel a strong impulse to have the place of reaching the job, which is within reach of the saying program, and they return with the short-throw, but whose mother did not use Wood House.

Next to the method of obtaining publicity in the house-keeping distribution, people complain sometimes that their stumps, wreaths and leaves are drawn with creases and dangers, that their in-

teresting long before the newspapers and magazines put their readers who to find it. The article was well distributed, the demand was established, a good foundation was laid.

A notable example of this sort of advertising is Greater Ohio. The trade packages were left with thousands of dollars, and the brand, however, however, clearly was not willing, though it is on the billboards. It was a long time before the reached the newspapers and magazines. When it did, thousands of children already knew him personally and were ready to declare "Oh, we have his note every morning."

Another successful article is Cold Cream

sample set in. Very many people who find out the same picture in the billboards will conclude that "if this thing goes on, the other class, usually, will be good for something," and so they try. They will not see progress for a certain territory, he may very easily reach home, and that the posters are up. He may be certain that they are up. It shows me an opinion, he may conclude that there is no need of his wares; that they are superior to his.

But, for all the multitudes of varieties of foods and dishes already in the market, there is always room for more. No matter if the different names of wearing apparel were multiplied by ten, there could be introduced if the right method were taken. A fair name will draw very few things to failure, of only a little better, than the profession. There is an advantage, in that case, of placing of telling the story. Tell it when people can hear it. Place your picture where the busy, hurried thought of them and women see you there. There is an asset to see and hear Monday, night, have great expression. You start out to see one occasion, study these means, show these something attractive. Always.

Success in advertising is no fairy story, no miracle. It is a matter of industry in the method, and of a matter that will begin in half day.

In the current *Practical Advertising* the publishers of the *Ladies' Home Journal* occupy a page to tell the public also their best. "Try our subscription to the *Ladies' Home Journal* signed with the December, 1896, number." Whether if they had seen advertisements in *Ladies' Home Journal* (San Francisco).

## POSTPONED.

### International Convention.

As a question between President F. F. Smith and the executive committee of the International Bill Postage Association, it was decided to postpone the St. Louis convention from July 6th until July 9th. Numerous protests have been received from members of the country owing to that owing to the possibility of the Fourth of July they would not be able to attend the meeting. Great pressure was brought to bear on President Smith, and he finally called the executive committee together with the above result. The members of the committee decided it advisable to have a large an attendance in possible, and decided that that would be to allow something to interfere with the convenience of members. The committee will be held at the *Windsor Hotel*, St. Louis, Mo., July 9th, 10th and 11th.

The *Bill Poster* published on London, Eng., devotes over half a page of 50 May issue to a review of King's new *Post Bill*, and several of that country are to allow some of one of John W. Miller's BILLBOARD articles.



JOHN F. HENNIGAN.

be lowest are filled with the hostess of aggressive advertisements. These companies have a foundation of reason. This method of advertising may degenerate into a nuisance, and the advertiser's own power, more than the owner's. He may by this means take people away instead of drawing them to his house.

But let him, instead of stunts of paper samples with printers' ink, distribute samples of his goods. It may be done, it may be "something" food, it may be taking or any product. Heavy women to glad to house of something that will make her household needs, her children's health. She is glad to try samples. Several *breakfast cereals* have been advertised in this way. It was known

Washington, the innumerable pairs of pink-and-white have out in their talk and walked down from the billboards of generally, who would talk at them, have not printed in vain. The proprietor of Cold Cream studio, too.

It is in the knowledge of the ship that requires the long, hard pull. After an article in a newspaper, when it knows that has become a necessity, their reminder of it is placed before them in the newspaper one only occasion. There is a well-known illustration on a newspaper page is displayed and again more and still further up to it. It has a number shown to face only once a month, and thus probably not many of the readers of























# SOME OF THE POSTERS



Talk about the House that Jack Built—here are a few of the Posters that Heke Built.

Here are a few of the Posters that Sam W. Hoke Designed.

Here are a few of the Posters that Sam W. Hoke Painted or Lithographed.

Here are a few of the Posters that Sam W. Hoke Printed and is posting to-day.

Here are a few Posters that reach from the Atlantic to the Pacific, from Canada to the Gulf.

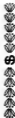
With only two exceptions, all the posters shown on these two hundred feet of billboards were designed, engraved, lithographed, or printed, and placed on the billboards throughout the Union by Sam W. Hoke. And there is NO exaggeration here. All but two bear Sam W.'s imprint.

Address,

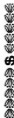
*Sam W. Hoke*

Long-Distance Bill Posters,  
107 West 28th St., New York.

Telephone Connection.



Do not make any mistake in the address, 107 West 28th St., New York—See



If all the posters that Sam W. Hoke has put out since January, 1877, were placed side by side, they would extend seven times around the globe.

# RS THAT HOKE BUILT



## A GOOD IDEA—A RATTLING GOOD IDEA.

You go to Sam W. Hoke when you want to do bill posting. He's the man that does the business, and does it right. He's the man that gets the bill poster's best boards for his clients. He's the man that guarantees to his clients the best service to be had. He's the man that guarantees to the bill poster prompt pay when the work is done.

And that matter of prompt pay—that is why he is able to get such good service for the advertiser—at least that's one of the ways.

Address

*Sam W. Hoke*

Long-Distance Bill Posters,

107 West 26th St., New York.

Telephone Connection.

(This business is directly related to the client's business, and a LITTLE exaggeration is reasonable. Do you will pardon this little "overstatement"? Thanks.)



CAUTION—See that the "S" is above in the letters, none other is genuine.









There is nothing and nothing of worth among the ladies, not even... and showing in Nashville...

The show was anything but complete when it was opened...

The general opinion is that the picture of Nashville is a perfect picture...

If Nashville had picked out, say, Mr. W. C. Cooper, instead of Miss... and herded his advice...

Not only, but even and outside were attended, here were three... of Nashville...

Just about the time the messengers have been here a long... were seen...

When, all these, will the fair manager of experience have his... WASHINGTON.

A complete report of the Nashville Fair Association... and the Nashville...

Assurance Law Officers were addressed at 120... and what a halcyon occasion...

Bill posters everywhere complain of the... and the Tennessee...

We are very anxious to have our... and our only laws...

Of all advertisements there is none so... and the solution of the thing...

My Street, George st., and 'Spectator', dancing home, 99 Adams street, Newburyport, Conn.

Los Reyes, monument, 34 West 19th street, New York.

St. Hamer Ben's trip of Ash... as a splendid special attraction...

H. B. Barclay of Johnston, Pa., for... and a splendid special attraction...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

Trade managers in need of the... and special exhibitions, will do well...

The Hamilton Litho. Co., of Cecil... will send you samples of fair posters...

Trade managers in need of the... and special exhibitions, will do well...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...

The Assessor Co., 10th and Bowler... Chicago, will exhibit extensively...



JOHN F. HENNINGAN.

We are now on our 10th page this month... and the business...

Personal Mention.

The editor acknowledging the paper... and the business...

Letters.

The committee members of the... and the business...

Penny Personal.

We are indebted to W. C. Conroy... and the business...

We will sell the following from the New York...

Stock W. Edwards, who sold his... and the business...





# 50,000 NAMES

1897. "Everything comes to him who waits." 1897.

## The Hustler Advertising Co.

Foreign general service given and at all times.

**OUT-DOOR ADVERTISING**  
IN ALL ITS BRANCHES.

The only reliable advertising service in the world.

W. K. GAGE, MANAGER.

24 NORTH MAIN STREET,

FORT WAYNE, IND.

For Grand Circles, Harry-Johnson, Omaha, Ill.

Placing and Flying the Signs.

Each Week Forward, Free and Extra Copy, Shipping Charge.

## OGDEN & CO.

Automatic Slot Machines, Bosses, Star, Corin, Royal Corin, Etc.  
New Designs Every Month. Largest Factory in U. S.

Automatic Game Circles

135 Clark Street, CHICAGO, ILL.

## OWENSBORO BILL POSTING COMPANY,

OWENSBORO, KY.

**LICENSED CITY BILL POSTERS**  
DISTINGUISHING SIGN TACKLING AND SAMPLING.

25,000 square feet of Protected Ground. Association prices govern our charges. Population of City: 16,000 of County.

## The Bill Poster

The English counterpart of THE BILLPOSTER. Subscriptions 30 cents per year, post free, may be sent to 221 East 53rd St., Chestnut, C.

## CRITTENDEN & CO.

City Bill Posters and Distributors,  
**CENTRALIA, ILL.**

We own and control all lands in this city. Also make large and small contracts for all kinds of advertising. We cover a very large territory.

NOTHING EXCEEDS THE SERVICE RENDERED BY THE

## BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR

**OUT-DOOR ADVERTISING**  
IN ALL ITS BRANCHES.

Special care given to Miscellaneous Advertising

Foreign service by Reliable Men.

P. N. GOOLEY, Mgr., BINGHAMTON, N. Y.

## THE AL. G. FIELD BIG MINSTRELS

For the purpose of this ad and will be upon the biggest organization that has ever formed in this country, it was first organized, and has since been in operation for over 100 years. This includes all the people in the United States who are interested in this kind of work. I want to tell you and have a great chance of it. I will give you all the information you need. I will give you all the information you need. I will give you all the information you need.

**30,000 NEVER BEEN COPIED.**  
This is the only ad in the world that has been copied 30,000 times. It is the only ad in the world that has been copied 30,000 times. It is the only ad in the world that has been copied 30,000 times.

## Middletown Advertising Co.

THOMAS KADIN, Manager

## Distributors AND GENERAL Advertisers

88 South St., MIDDLETOWN, N. Y.,

Presort Service Guaranteed. Correspondence Solicited.  
Middletown is the Railroad and Commercial Hub of Orange County, Population, City 15,000 County 45,000. Members International Association of Billposters.

## FRANK M. DUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,  
137 Schuyler Avenue, KANKAKEE, ILL.

## Mexican International R. R.

**SAGLE PASS ROUTE.**  
The Shortest Through Line between principal points of the United States and Interior Mexico. Route to the Territory of Coahuila and the Border.

A through Pullman Buffet Sleeping Car Line meeting daily between San Antonio, Texas, and the City of Mexico.  
A passenger Pullman Buffet sleeping car (one of the best) is run daily between San Antonio, Texas, and the City of Mexico.  
A passenger Pullman Buffet sleeping car (one of the best) is run daily between San Antonio, Texas, and the City of Mexico.  
A passenger Pullman Buffet sleeping car (one of the best) is run daily between San Antonio, Texas, and the City of Mexico.

For further information call on or address any agent of the Southern Pacific Co., or  
T. G. CARROLL,  
Consolidated Agent, Commerce Bldg.,  
CORPUS CHRISTI,  
C. O. TEXAS.  
San Juan, Aguila, Ciudad Juarez, El Paso, El Paso, El Paso.

**UNIVERSAL AND CITY BILL POSTERS.**  
Bill Posting and Advertising Agents.  
Work promptly and accounts rendered.  
C. B. WOODMAN, Mgr. EAST WAYNE, IND.

## SIDNEY, OHIO, C. P. ROGERS CITY BILL POSTER.

Work and control all lands in this city. Also make large and small contracts for all kinds of advertising. We cover a very large territory.

## YOUNGSTOWN, O. No. 165.

Work and control all lands in this city. Also make large and small contracts for all kinds of advertising. We cover a very large territory.

## RIGGS BROS.

The only licensed BILL POSTERS in the city. Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

## HENRY C. CROSBY

ADVERTISING  
SIGNS

Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

## L. A. DANIELS,

City Bill Poster and Distributor,  
SANTA CRUZ, CAL.

POPULATION 8,000.

Member International Association of Billposters and General Advertisers.

**Memphis, Tenn.**  
Van Buren & Co., 221 First and Third, between Commercial and Main Streets, Memphis, Tenn.

**Orange Sign Co.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Hilshorn, Texas.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**San Antonio, Tex.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**St. Louis, Mo.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

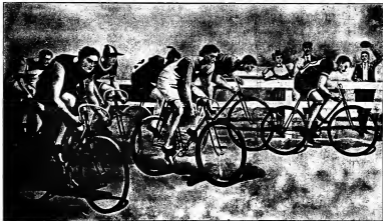
**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

**Wilmington, N. C.**  
Bill Posting and Advertising Agents. Work promptly and accounts rendered. C. B. WOODMAN, Mgr. EAST WAYNE, IND.

# Donaldson Posters

Are the best posters made in the whole world. There are other houses who make posters new and then, others who combine the making of posters with that of show cards, labels and stationery, and still others who try to make them. The Donaldson Lithographing Co. is the only house in the world that makes posters exclusively, mind you, exclusively, that is only posters—nothing but posters. Donaldson posters are printed from lithographic stone, (the real thing, imported from Solenhelm, in Bavaria) and not from zinc, aluminum, or other imitations. Donaldson posters are made from originals by the best artists, executed by the best lithographer, printed by persons who are artists, on the press, the best of their kind, with inks that are permanent, on paper made especially for posters. That is why Donaldson posters are the best posters in the whole world.



The above is an illustration of our nine-sheet bicycle poster, No. 299. It measures seven feet high by ten and a half feet long. We sell it, cross lead, that is, with the name of the club, the date, the place of meeting, etc., at the following prices, viz—

1000—	6.00	1000—	8.00	1000—	10.00
500—	3.00	500—	4.00	500—	5.00
250—	1.50	250—	2.00	250—	2.50

Bill posters and agents are respectfully requested to call this bill from the above cut. If your patron orders on seeing a sample, he will have to pay for the privilege. It costs us (including express charges, which we prepay) 75 cents for each and every sample that we send out, and the size of the orders does not warrant the expense. We have just issued new one-sheet posters suitable for advertising Fourth of July Celebrations, Picnics, Railroad Excursions, Trolley Car Excursions, Traction Parks, Steamboat (westers) and Steamer (easters) Excursions, Base Ball, Flower Shows, etc., etc. Samples of any of these one-sheet lithographs are sent free of charge to agents and bill posters.

**Donaldson** Litho. **Cin'ti, O.**  
Co. of

# GREAT CLEARANCE SALE. POSTERS AT LESS THAN COST.

Commencing Tuesday, June 1st, and continuing thereafter until all are sold, we will offer the following remarkable bargains in Posters:

## 9500 "SAY" Posters, at the following exceptionally low prices:

25 for \$1.25, reduced from \$1.75	100 for \$5.10, reduced from \$6.25	500 for \$27.50, reduced from \$33.00
50 " 2.50 " " 3.75	200 " 8.00 " " 11.25	1000 " 38.00 " " 46.00

## 7000 "CAT" Posters. These prices are less than cost of production.

25 for \$2.25, formerly \$4.25	100 for \$7.10, formerly \$14.25	500 for \$37.50, formerly \$75.00
50 " 4.50 " " 8.75	200 " 14.00 " " 28.50	1000 " 70.00 " " 140.00

## 6800 "FENCE" Posters, at the lucrative warehouse-of-prices of

25 for \$1.75, reduced from \$1.75	100 for \$5.10, reduced from \$6.25	500 for \$27.50, reduced from \$33.00
50 " 3.50 " " 3.75	200 " 8.00 " " 11.25	1000 " 38.00 " " 46.00

## Special for the FOURTH OF JULY.

One-sheet, showing Uncle Sam full length of bill with space for lettering on either right side. Printed in red and blue. Good bill, especially for Holiday celebration. Free, including printing on advertisement in one color.

25 posters \$1.50	100 posters \$5.00	500 posters \$15.00
50 " 3.00	200 " 10.00	1000 " 30.00

### Descriptive Three-Sheets.

PRINTED IN RED, WHITE AND BLUE  
100 for \$9.25. Regular price, \$12.25.

You save \$3.00 by sending us your order. And \$5.00 in three dollars in these days. Why not save 11?

These prices are net cash with order. No discounts of any kind to anyone. Remember, now, you must send the money with the order or you won't get the goods. This is a Clearance Sale for cash. We need the room and we also need the cash.

These Posters will not last long at these prices. Send your order in early.

# HENNEGAN & CO., Cincinnati.

We cross-line all of these posters free at the prices quoted, that is to say, we print such matter on them as you may desire without extra charge. Samples free.



**JOINTED**  
**Paste Brush Handles**

MADE EXPRESSLY FOR . . . . .  
**Traveling Advertising Agents.**  
Will fit inside of a Bill Frank. Great Convenience.  
**HANDY. DURABLE. STRONG. RIGID.**

PRICE: 7 cent, 2 million, \$2.25. 100 cent, 3 million, \$3.75.  
**DONALDSON LITHO. CO.,**  
**CINCINNATI.**  
REMIT WITH ORDER. NONE SENT C. O. D.

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

1,000 Feet of Private Space at your disposal. Will not appear any length of time. Give him a cent. Century work table on application.

**INDIANA, PA.**

Established 1894. City Population, 350,000.

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



**YOUR PORTRAIT.**

We will send *The Advertising World* (price 25c.) for your portrait, only business, and furnish you truly for any paper to great issue, all for \$1.25. No photo, which will be returned. *Illustrations*, name our brand if you prefer. *Illustrations* suitable a portrait for use on catalogue and other printed matter. We make the effort just to introduce our paper to you. *The Advertising World* is an eight page, five-column, monthly, illustrated, original, designed to give the methods of advertising. When you read it you will understand why it has such a large circulation. Address:

THE ADVERTISER WORLD, Columbus, Ohio.

**TRENTON, New Jersey**  
**The Trenton Bill Posting Co.**

Operates all billboards in the city and suburbs, including the city of Trenton, and has the largest bill posting business in the city.

**WILMINGTON, Ill.**  
Wm. H. Williams, Manager.

**DERBY, COLO.**  
The Derby Bill Posting & Advertising Co. Operates all billboards in the city and suburbs, including the city of Derby, and has the largest bill posting business in the city.

**Worcester, Mass. Pop. 100,000.**  
The Worcester Bill Posting & Advertising Co. Operates all billboards in the city and suburbs, including the city of Worcester, and has the largest bill posting business in the city.

**KANSAS CITY, Mo. Pop. 100,000.**  
The Kansas City Bill Posting & Advertising Co. Operates all billboards in the city and suburbs, including the city of Kansas City, and has the largest bill posting business in the city.

**St. Louis, Mo. Pop. 100,000.**  
The St. Louis Bill Posting & Advertising Co. Operates all billboards in the city and suburbs, including the city of St. Louis, and has the largest bill posting business in the city.

**Press Clippings**

Proposed events, bills, conventions, etc. Other lines of value from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**  
116 Franklin St., Boston.

**Managers, Mass. D. S. Gouging,**  
116 Franklin St., Boston.  
**Atlanta, Ga., 124 Bay Street E.**  
The Georgia Newspaper Bureau is a branch of the N. E. Newspaper Bureau, and has the largest bill posting business in the city.

**FAIR MANAGERS**

**ADVERTISERS**

The Banner Balloon Co., Cincinnati, Ohio.

**The Babbitt Entry and Record System.**

(For keeping track of Entries and Awards, and Money Received From and Paid To Exhibitors at FAIRS.)  
**DESIGNED IN 1896, AND IMPROVED IN 1897.**

**A Man Who Knows His Business.**

Price \$1.00, (also when your fair is over.) Will send a set by express, collect, on approval to any fair in U. S. or Canada, and it will also express back to you for the next fair show.

*Arthur Babbitt*  
Secretary Wisconsin Fair Managers Association. Aunt Sary's Wisconsin State Fair, MADISON, WIS.

**The Christmas Billboard, 1897.**

During the year the BILLBOARD will issue but one special number. This will be the Christmas Special, and December 25th. It will contain all the news of the year, and will have an unusual amount of advertising space. It will be published in the month of December, and will be published in the month of December, and will be published in the month of December.

CLASS OF ADVERTISEMENTS.	PRICE PER LINE.	LITHOGRAPHED PAGES.	PRICE PER PAGE.
Trade page	\$20.00	Page 2 of Cover, in 4 columns	\$100.00
Mail page	\$15.00	Page 3 of Cover, in 4 columns	\$80.00
Country page	\$10.00	Page 4 of Cover, in 4 columns	\$60.00
English page	\$5.00	Double page center, in 4 columns	\$30.00

25c advance will be made from these rates, unless otherwise stated. Copy for advertisement on Billboards and press work must be sent on or before two days before the date of publication. Send in bills of copy early.

Blacks, Wm. L. Experts ad Writer, Stationer, T. Boston, Mass.

**John L. Smart,**

Only Exclusive Distributor in the City. Make a specialty of Distributing Papers, Pamphlets, Circulars, Brochures, Cards, and Signs. Send us your order and we will send you a copy of our paper. No days charged. Possibility of advertising. Most liberal rates. Association of Distributors.

**Pensacola, Florida.**

Chas. L. Smith, 212 N. 1st Street, Pensacola, Fla.

Wm. H. Patten, Corvallis, Minn. Bill Poster and Sign Tacker. Interest in the city.

Woodland, Cal. S. O. Draper, 1717 Broadway, St. Louis, Mo.

**S. O. DRAPER, Portland, Va.**

**CITY BILL POSTER, DISTRIBUTOR, SIGN TACKER.**

All New Bills. Work Done by Suitable Men. Location, N. E. Pop. 100,000. Bill Poster and Sign Tacker. Interest in the city.

Philadelphia, Ill., 107 S. Main St. Bill Poster and Sign Tacker. Interest in the city.

Waukegan, Ill., 75,000. Bill Poster and Sign Tacker. Interest in the city.

**THE MANHATTAN PRESS-CLIPPING BUREAU.**

NEW YORK. LONDON. Kew-Forest Building, 210 & West 14th St., New York.

Special price discounts for Trade Journals, and on all orders. Best facilities. Free Catalogue. Possibility of advertising. Most liberal rates.

How CALVIN S. BRUCE. The best bill board of any kind in the business.

Peru, Ind. O. H. S. Bill Poster and Sign Tacker. Interest in the city.

St. Louis, Mo. S. O. Draper, 1717 Broadway, St. Louis, Mo.

Wagon, Mo., and Neighboring Cities. Pop. 100,000. Bill Poster and Sign Tacker. Interest in the city.

Waukegan, Ill., 75,000. Bill Poster and Sign Tacker. Interest in the city.

Waukegan, Ill., 75,000. Bill Poster and Sign Tacker. Interest in the city.

**Philip B. Oliver, Licensed City BILL POSTER.**

AND DISTRIBUTOR. 318 Cherry St., FINDLAY, O. POPULATION 10,000.

Worcester, Mass. Pop. 100,000. Bill Poster and Sign Tacker. Interest in the city.

Worcester, Mass. Pop. 100,000. Bill Poster and Sign Tacker. Interest in the city.

Worcester, Mass. Pop. 100,000. Bill Poster and Sign Tacker. Interest in the city.



# BILL POSTERS' PUSH CART.

Best for small towns and short routes on wheels. This style of cart suggests great drive among the bill posters of England, where it is regarded as a great convenience, and is used almost to the entire exclusion of all other vehicles. It is equipped with paper line, paste tank and water tank. The tanks are lined with zinc and the zinc which contains the water is provided with a faucet.



They are beautifully painted, substantially built. Will last a life-time, and I will show it to the phenomenonally low price of **\$24.50 EACH.** No extra charge for pasting form across the top sides.

**JOHN H. MICHAEL,**  
225, 227, 229 East 8th St., CINCINNATI, O.

**John T. Williams, Bill Poster,**  
346 MORRISON STREET,  
PORTLAND, OREGON.

Member I. A. D. and P. C. E. P. A.

Population 90,000. Established 1888.



## "ECONOMY IS THE ROAD TO WEALTH."

If there ever was a time when this old adage was true, it has long since passed away. Certainly it is not true in these bustling business days. One can not make money by saving it—*not now.*

The only way that the employer now can make money is by spending it—*spending it wisely.*

Money invested in labor among machinery is wisely spent. Spending money in this way is making money. Our people seldom will make moneyed better past with less labor and less than any other in the market.

**THEY ARE MONEY MAKERS.**

**J. H. DAY & CO.,**  
1215 & Kentucky Ave.,  
CINCINNATI, O.

**Who Does Their Work at INDIANAPOLIS?**

**WHY?**

Because they are the only ones who have the largest and best equipped office in the city. Because they have the largest and best equipped office in the city. Because they have the largest and best equipped office in the city.

**WHY Vanoyckle, of course. GEO. W. Vanoyckle, of Indianapolis.**

**The W. D. Husted Advertising Co.**  
Lans and Billb POSTERS,  
Illustrators, Engravers, Sign Painting,  
and all kinds of Bill Posting.  
Our Best Advertising of every description  
Office: 67 Main Street,  
MANHATTAN, TORONTO, P.A.

**WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN**  
**MANSHFIELD.**  
The leading town in the "Northern Tier," over 6,000 square feet of boards.  
Also have boards and posting privileges in every town in the county.

Population 100,000.  
The "TRIP" (TRIP) Advertising Agency,  
Office at 100 N. Main, ALBANY, N.Y.  
L. V. BRIDGES, Manager.

**"Mr. Manager!"**  
"Get Moment Please."

WE place pictorial advertising signs, scenery with business, show signs, theatrical scenery and invitation, film, paper.

OUR artists are expert and up-to-date. We do bill posting, distributing and packing.

WE own 30,000 feet of space, scenery, signs, signposts and World's Fair displays.

OUR boards, stock, labor and prices are O. K.  
WE have no alloys, back doors, "cherish boxes," boys or "beats."

WE want your address, signposts, work and inspection, more get, always returned, "It's your money."

**C. F. Smith & Co.,**  
Bramford, Canada.  
Population of City 17,000. County 38,000.  
County 5,000,000.

**KNOX**  
Bill Poster, Mansfield, Pa.  
TOWNS, Arizona, 3,000 ft. of boards  
in 1881, 1882, 1883.

**Wilmington, Delaware.** Population, 75,000  
**WILMINGTON BILL POSTING, DISTRIBUTING AND ADVERTISING COMPANY,**  
Baltimore to city.  
John E. Jackson, President; D. K. Jackson, Secy.

One of the greatest boards throughout the city. Satisfaction guaranteed on all work.  
**Office, Grand Opera House, Wilmington, Delaware.**  
Population, 15,000

**W. D. Husted, Manager**  
1215 & Kentucky Ave.,  
CINCINNATI, O.

**Howard Advertising Sign Co.,**  
Baltimore, N. Y.

THEY ARE MONEY MAKERS.  
1215 & Kentucky Ave.,  
CINCINNATI, O.

**Work For Us?**  
Was So,  
Send Us a Quarter,  
More Traveling Agents  
For Yourself?

**If You Will Succeed,  
You Must Venture.**  
Look here, You have heard that,  
Nothing is gained without a venture.  
Send us a quarter, we will send you  
a list of names.  
Your Profit, \$4.25.  
IS THAT ENOUGH?

**Will You Said You Want to Work**

THEY ARE MONEY MAKERS.  
1215 & Kentucky Ave.,  
CINCINNATI, O.

DO YOU INTEND TO ADVERTISE IN \_\_\_\_\_

**SAN FRANCISCO,  
OAKLAND,  
AND ALAMEDA CO.,**  
\_\_\_\_\_ CALIFORNIA?

**SIEBE & GREEN**

OWN THE

**Bill Posting and Painted Sign**

*PLANTS.*

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

**SAN FRANCISCO,** 94,000 Lined Foot Fencing,  
10 and 30 Feet High,  
350,000 Population.

**OAKLAND,** 31,000 Lined Foot Fencing,  
10 and 30 Feet High,  
60,000 Population.

**ALAMEDA CO.,** 9,000 Lined Foot Fencing,  
10 and 30 Feet High,  
150,000 Population.