

THE BILLBOARD

Vol. XII, No. 1.

CINCINNATI, NOVEMBER 1, 1899.

PRICE 10 CENTS
PER YEAR, \$1



MAJOR GORDON W. LILLIE,
Known Far and Wide as "Pawnee Bill."

LACKING-MISSING MUTILATED ON FILM FILE

When any of the material lacking, missing, or mutilated is microfilmed it will normally be found in its bibliographic sequence. If not, see the end of the reel concerned or a supplementary reel.

Vol. XII #1
Nov. 1, 1899 P. 5-6

THE BILLBOARD

of a Resolution, Ocean Box Whiskey, Blue...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

Secretary's Resolutions...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

Mr. Geo. W. Bush, of Providence, R. I.
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

What Soberness Means.

It was in 1857 that William Waverley...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

an officer and member of the "I. A. A."...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

The House of Delegates...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...



WILLIAM M. MELOY, Distributor, Carlisle, Pa.

residence here and will see good more than...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

people that in the I. A. A. will bring into...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

WILLIAM M. MELOY.

In this issue we present our readers with...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

U. A. of its members to follow, and it should...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

The following letter, received by the Secretary...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

Chicago, Ill., Oct. 10, 1890.
Dear Sir: Your Department has received...
The following is a portion of a letter received by Secretary...

Ames, Va., Oct. 1, 1890.
Dear Sir: I have the honor to acknowledge...
The following is a portion of a letter received by Secretary...

Baltimore, S. D., Oct. 1, 1890.
Dear Sir: I have the honor to acknowledge...
The following is a portion of a letter received by Secretary...

Dear Sir: Will you please put this Department...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

Dear Sir: I have the honor to acknowledge...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

The Mayor of Anderson, Pa., has announced...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

The Golden Cross South Sea Fishing and...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

Dear Sir: I have the honor to acknowledge...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

The South Pacific Company is distributing...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

Dear Sir: I have the honor to acknowledge...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

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The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

Notes.

If a Church of Christian, takes advantage...
The following is a portion of a letter received by Secretary...
The following is a portion of a letter received by Secretary...

THE HILLBOARD



Editor of "The Hillboard."

Dear Sir—The remarks which appeared in the last issue of The Hillboard are of the L. A. of D. I see very little to appeal in. They are filled in my eyes with untruths, and I am sure that the L. A. of D. is far from being so backward as you have so graciously ascribed to me. I am sure that the L. A. of D. is far from being so backward as you have so graciously ascribed to me.

Between they were the president of the order of the mountain, and to this day all the L. A. of D. It is my opinion that their work is far from being so backward as you have so graciously ascribed to me. I am sure that the L. A. of D. is far from being so backward as you have so graciously ascribed to me.

Well, the instructions, responsibilities of the Hillboard will be nothing of this sort. It is my opinion that their work is far from being so backward as you have so graciously ascribed to me. I am sure that the L. A. of D. is far from being so backward as you have so graciously ascribed to me.

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I have never talked with a member of the L. A. of D. but I know that the L. A. of D. is far from being so backward as you have so graciously ascribed to me. I am sure that the L. A. of D. is far from being so backward as you have so graciously ascribed to me.

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and look, thinking they had a check on the work, then, when it was the day, they neither asked questions to stop all other activities, just then and look all the other organizations to establish, I have a letter from the Secretary of our organization, in which he tells me the L. A. of D. "Inventories" Association, at the same time looking that to me to ask myself. He also stated that we made a great mistake in the doing these but positive to take the association. Well, I will have long long such a state of affairs should last in the L. A. of D. about, we find ourselves in the place where most business never knew.

Remember me to your best friends and to your very truly yours,
R. L. WILSON.

Editor of "The Hillboard."

Dear Sir—Please do not tell my friends what I have been doing in Seattle. We had the John Burrows here here in July, and the show took the money for the same amount, with the remark that the dues were not to be paid. Remember me to your best friends and to your very truly yours,
R. L. WILSON.

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MAYOR DIEHL,
Buffalo, Pan American City.

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THE BILLBOARD.

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Published Every Week, Month, or Year, at the Office of the Billboards, 110 Broadway, New York, U. S. A.

Advertisement rates and business propositions in THE BILLBOARD BILLBOARDS CO. Subscription, 1000 Per Year, in Advance.

ADVERTISING AGENTS: Advertisements will be published at the same rate as if not over 100 copies per page; but in all cases the time is given. Copy for advertisement must reach us on or before the 15th of the month. Our terms are cash.

The Billboards is sold by Express to the Editor, J. J. Clarke, Chicago, and all other cities. It is published by the Billboards Publishing Co., 110 Broadway, New York, U. S. A. It is published by the Billboards Publishing Co., 110 Broadway, New York, U. S. A. It is published by the Billboards Publishing Co., 110 Broadway, New York, U. S. A.

NOVEMBER, 1919.

With this month's issue, "The Billboard" enters upon the sixth year of its existence. It has grown and prospered amazingly during the brief career, and its outlook is bright with promise. The retrospect of the five year past is viewed with much—more hope, confidence and faith. It is broken as before, on broken ground, and had few setbacks. The life of "The Billboard" thus far has been useful life. It has served up controversy where apathy was wont to hold its sway. It has looked instead where dull indifference firmly closed its green. It has fostered original, untried progress and has presided through its triumphs and its failures.

Distributing is a better business as a result of "The Billboard's" enterprising offices. Advertising is more of a science, and fair management the better by reason of its aid. Still profits are not the most of all. It has been our chief, constant, active and chief. It has contributed more to their material welfare than all other agencies combined.

When "The Billboard" first undertook to preach the value of the press, its devotees often derided its efforts. Its devotees or looked askance. Its advertising medium occupied a lower place in their estimation. Lack of spirit, lack of confidence, lack of progress and enterprise, had completely shrouded the possibilities of bill board space in the clouds of doubt and uncertainty.

Nothing daunted, however, our efforts were continued and redoubled. Month after month we hammered away on the one single and unvarying theme. Constantly we continued to insist the merits of the medium, and finally there came happy. Interest had been excited, and it was sustained by argument and disposition. Unmistakable recognition was reluctantly accorded the poster, and it immediately

look standing with the legitimate medium of the time. To-day no medium enjoys a finer favor with advertisers.

As it was with bill posting, so, too, has distributing profited by "The Billboard's" help.

When we look back and consider what a low, backward and inferior status the business had five years ago, and contrast it with the honorable, legitimate and available position it occupies to-day, we are almost tempted to doubt the evidence of our own eyes.

To-day the distributor is esteemed and respected. His calling is above reproach and fairly lucrative.

The remarkable change has been wrought by the International Association of Distributors, and that organization is here upon its inception and growth entirely to "The Billboard." Far be it from us to set those splendid officers of the association of any particular of the world; they are richly deserving; but had it not been for "The Billboard," they would not and all have given up the fight long and ago before it was won. They themselves have testified to the worth of this association openly.

But enough of retrospection. Even a looky-back will not justify so long a lapse. In these long times we live in the present and are interested in the future. The past is gone—dead and buried. It may prove interesting, but only for the old daddies who have outlived its usefulness. Therefore, it is of the present and the future we will speak.

We have marked the beginning of our month volume with a new department—by creating a department of advertisements. We intend to make it a feature of the paper, and we hope thereby to bring about more friendly and intimate relations between bill posters, distributors and fair managers and their poster.

We hope to see advertisement fully availing themselves of our space to voice their opinions, air their grievances and express their theories and suggestions.

All of our readers will benefit greatly by the innovation, and we bespeak for it both aid and consideration.

It has been our custom annually to devote some portion of our copies as accumulated earnings in the shape of a special Christmas Number. It usually takes the shape of an enlarged paper with illuminated cover and supplement. We shall not depart from the usual custom this year. On the contrary, we intend to surpass all our previous efforts. We confidently expect to issue the handsome paper we have ever turned out, and one that will compare with any of the Christmas publications.

This large extra charge is circulation that of any other month in the year. The demand for it on the week-ends was invited last year, probably an increase of the paper-entire.

Advertisements will be received up to and including November twenty-four, on which date the last form closes.

The customary foreign edition will be printed in advertisers' agents and bill posters in Great Britain, India, Australia, and the Philippines. There will be no advance in advertising rates.

Manhattan Cocktails.

Early today, that Hon. W. Huber, President of the Senate, a Republican, was the guest of the Senate. The Senator, who is a member of the Senate, was the guest of the Senate. The Senator, who is a member of the Senate, was the guest of the Senate.

Mr. Huber is a member of the Senate. He is a member of the Senate. He is a member of the Senate. He is a member of the Senate. He is a member of the Senate.

Modified over the Location of Missouri State Fair.

The last session of the Legislature a bill was passed providing for the location of the Missouri State Fair. The bill was passed by a vote of 100 to 0. The bill was passed by a vote of 100 to 0.

It was passed by a vote of 100 to 0. It was passed by a vote of 100 to 0. It was passed by a vote of 100 to 0. It was passed by a vote of 100 to 0.

By their Works Ye shall Know them.

In the Department of the Interior, the Secretary of the Interior, who is a member of the Department of the Interior, was the guest of the Department of the Interior. The Secretary of the Interior, who is a member of the Department of the Interior, was the guest of the Department of the Interior.

then the U. S. A. of Philadelphia has, ever since the death of a certain man, been known to be the most famous of the world. The man who was the most famous of the world, was the man who was the most famous of the world.

The man who was the most famous of the world, was the man who was the most famous of the world. The man who was the most famous of the world, was the man who was the most famous of the world.

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AMONG THE ADVERTISERS

Who has been your department for advertising the tobacco business? The tobacco business is one of the most important of any and all industries whose products of publicity will be distributed to the masses and attention, wherever, may be secured by putting and advertising their ads in effective forms of advertising, special attention will be given these branches.

When you see advertisements, you must ask if every one—the dealer and retail, the living and the dead, the rich and poor, all will be given the same attention? All will be given the same attention? All will be given the same attention?

There has been too much advertisement or slighted effort to create good advertisement, and, consequently, the tobacco business is not getting the attention it deserves. We hereby give you this notice to those who are not getting the attention they deserve. We hereby give you this notice to those who are not getting the attention they deserve. We hereby give you this notice to those who are not getting the attention they deserve.

Advertising Analyzed.

It is desirable that you should be analyzed and the results of the analysis published, so that you may know where you stand in the tobacco business. Here is about the way it would appear:

ANALYSIS

Rate	100
Profit	100
Volume	100
Quality	100
Quantity	100
Value	100
Cost	100
Total	100

It is worthy of note that the bill boards paid some attention to it. They then advertised in the tobacco business. Here is about the way it would appear:

Mr. Duke's View.

J. B. Duke, President of the Tobacco Trust, is fully of the opinion that special opportunities of money in advertising is wanted. He writes that in a city, the tobacco business in New York, if they spent a thousand dollars in advertising Virginia tobacco, they would, in every month, be able to increase their profits by one-third. He says that if they spent five or ten thousand dollars in advertising Virginia tobacco, they would, in every month, be able to increase their profits by one-third. He says that if they spent five or ten thousand dollars in advertising Virginia tobacco, they would, in every month, be able to increase their profits by one-third.

of the cigarette box almost immediately a small quantity of tobacco against goods will be substituted, but without their proper proportion to it. It is at the business location of the best are working with our day, trying to meet the demand for Virginia tobacco. A month ago they were there with the best of their tobacco. The tobacco was down, but the demand for it was growing, slowly, it seemed, by means of the new advertisement. Today they are ready to be given better than their own.

Notes.

Such notices are highly undesirable regarding the tobacco business. They are highly undesirable regarding the tobacco business. They are highly undesirable regarding the tobacco business. They are highly undesirable regarding the tobacco business. They are highly undesirable regarding the tobacco business.

One of the greatest bills of advertising ever appeared in a book, printed by Press 100. A writer leaves the following notice: "It is not just my own way of the time, but a matter of my own way of the time."

The man looking outside the window in the tobacco business is not the man looking outside the window in the tobacco business. The man looking outside the window in the tobacco business is not the man looking outside the window in the tobacco business.

Robert Walker, Wm. Walker's son, Pa. ad. advertisement for the tobacco business. He will use a distinguished method in the tobacco business.



One of E. R. Endley & Co.'s new beads (176 feet long) on Wayne Street, Massillon, Ohio.

provide a happy home, military men and women. Under the name of the tobacco trust, the tobacco business is one of the most important of any and all industries whose products of publicity will be distributed to the masses and attention, wherever, may be secured by putting and advertising their ads in effective forms of advertising, special attention will be given these branches.

A national manager at Washington, Pa., recently returned an advertising copy after a visit to the tobacco business. He writes that in a city, the tobacco business in New York, if they spent a thousand dollars in advertising Virginia tobacco, they would, in every month, be able to increase their profits by one-third.

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We are in a position to analyze the results of a bill board, and to analyze the results of a bill board. We are in a position to analyze the results of a bill board, and to analyze the results of a bill board. We are in a position to analyze the results of a bill board, and to analyze the results of a bill board.

THERE WILL BE NO CHANGE IN THE ADVERTISING
....RATES FOR OUR....

Special CHRISTMAS Number.

This is Remarkable

When You Consider:

That our Holiday Edition exceeds by many thousands any other issue.

That it will contain more than double the usual number of pages

That it will be handsomely illustrated throughout.

That it will have a superbly illustrated cover.

That it will retail at 25 cents.

OUR RATES ARE: 10 CENTS PER SQUARE LINE.

No Discount For Time or Space.

ALL FIGURED OUT FOR YOU.

1/2" of a page (30 lines).....	\$ 1.75 each insertion.	1/2" of a page (30 lines).....	\$1.00 each insertion
1" " " (120 lines).....	7.00 " "	1 whole page (360 lines).....	3.00 " "
1" " " (120 lines).....	17.25 " "	Double page (720 lines).....	5.00 " "
1" " " (120 lines).....	21.25 " "		

Our Subscribers will receive the Special without extra charge. To all others it will be 25 cents a copy. Better subscribe now. ONE YEAR, ONE DOLLAR.

You will want an ad in this issue, so send your copy now. Get preferred position. First come, first served. Last form closes November 22.

F. H. LEECH,
ROLLPASTER AND DRYERWORKER,
Shirburnville, Mo., Cos.
POPULATION 16,000.

THE CINCINNATI
PROCESS
ENGRAVING
CO.
Printed
Plates
By a process
EST. 1878.
CINCINNATI,
OHIO.

THERE IS MONEY IN THE PASTE TRADE!

and the ROLLPASTER would apply the setting fastest in his lines.

OUR MACHINE MAKES PASTE, THE BEST PASTE AND MAKES IT CHEAP.

With one of our Machines, you can defy competition, and make a good profit.

If you will drop us a card, we will tell you all about it.

J. H. DAY & CO.
1014 E. Barton Ave. Cincinnati, O.

SEND above cut above one of us and three others by mail please. We make these machines cheap, light, sturdy. (Please to call it) Our machines cost all about \$20.00. It is used free on application.

WARREN
Typewriter Ribbons
ARE GUARANTEED
ABSOLUTELY NON-FILLING.
Best Quality and Full Length.

WARREN
CARBON PAPER
In Cleaness, Clearness and Durability
cannot be surpassed.

From your stationer or direct from manufacturer

WARREN MANUFACTURING CO.
108 Purchase St., Boston, Mass.
Special prices on large quantities.

HOLIDAY POSTERS

ALL SIZES

One, Two, Three, Four, Six, Eight, Sixteen and Twenty-Four Sheets.

SOME
NEW ONES:

SPECIAL BARGAIN! 16-Sheet Descriptive with 4-Sheet Pictorial.

SANTA CLAUS' HEADQUARTERS!

- SANTA CLAUS.**
1, 2, 3, 4 and 8 Sheets.
- OPTICIAN.**
1 and 8 Sheets.
- SHOES.**
1, 2, 4 and 8 Sheets.
- LAUNDRY.**
1 Sheet.
- JEWELRY.**
1 Sheet.
- FURNISHING GOODS.**
1 Sheet.
- COMBINATOR.**
1 Sheet One to suit for any business.
- SEMI-SPECIAL.**
8 Sheets. Good for any business, especially Cigars or Tobacco.

TOYS!
BOOKS!
GAMES!
Novelties
IN GREAT
PROFUSION.



Presents
Suitable
For Everyone

SEE OUR
LARGE
ASSORTMENT
AND YOUR
WORRY
WILL BE OVER

ANY NAME. - - ANY PLACE.

SANTA CLAUS HEADQUARTERS and PICTORIAL CIGGERS.

We will furnish above 16-Sheet Sheet with same lettering, only change name and address, at these low prices:
 1 Sheet . \$2.00 16 Sheets . \$16.00 20 Sheets . \$27.00 25 Sheets . \$36.00 30 Sheets . \$48.00 40 Sheets . \$72.00

HENNEGAN & CO.,

POSTER MAKERS
127 East 8th Street, Cincinnati, Ohio

Distributing Department
NORTHWEST BILLPOSTING CO.,
 H. P. YOUNG, MANAGER.
 346 Harrison Street, - - - PORTLAND, OREGON.

BILLPOSTERS' PASTE BRUSHES.



This is our celebrated "UNEXCELLED" The Best Paste Brush made. Popular everywhere on account of its great durability.
 PRICES—6 in., \$1.75 ea.; 7 in., \$2.00 ea.; 10 in., \$2.75 ea.

THE DONALDSON BRUSH is manufactured especially for us, and is fully warranted. It is the cheapest GOOD brush you ever had or require.
 PRICES—5 in., \$1.25 ea.; 7 in., \$1.75 ea.; 10 in., \$2.00 ea.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

WANTED

FOR THEM

Tri-City Midwinter Fair, Food Exposition and Flower Show
 BEING COMMENCED OCTOBER 24 TH THE 10th.
 In Sangerfest Hall, Davenport, Iowa

Invitation extended to cater to ladies and gentlemen. All kinds of refreshments for sale. 50,000 people to show from by street railway. Free Food Booth writes for particulars. Also lady tenters. Open from 9 a. m. until midnight. Regards to marvelous Motivite and Trolley Car Trip. For particulars, write

BOB. J. McDONALD, St. James Hotel, Davenport, Ia.

Sole Western Agents for the Celebrated Wire Box Brush—



BILLPOSTER GUTS.

They make most attractive and profitable billposting. They are made of the finest material and are guaranteed to last for years. They are made in the United States and are of the highest quality. They are made in the United States and are of the highest quality. They are made in the United States and are of the highest quality.

Advertising World, Columbus, O.

Distributors
MEMBERS OF THE
I. A. of D.

His list is open to all members in good standing. Names inserted for \$1.00 a year.

ALABAMA.
Wilmington—Wright, 112 1/2 St. 212
Montgomery—D. P. McDonald, 101 1/2
Cotton St.
—The Florida Publishing Co., 148 N.
Cotton St.
ARIZONA.
Phoenix—E. J. Corb, 205 W. 2d St.
—R. H. Smith, 115 Thompson, 121 W. 3d St.
CALIFORNIA.
San Francisco—W. H. McHenry, 201 1/2
Market St., 1172 Market St.
—Wm. H. S. Gifford, 101 1/2 St. 212
San Diego—W. H. S. Gifford, 101 1/2 St. 212
Los Angeles—W. H. S. Gifford, 101 1/2 St. 212
San Jose—W. H. S. Gifford, 101 1/2 St. 212
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The DONALDSON
NEWPORT, KY.
Newport is a Suburb of Cincinnati, Ohio.



High-Class POSTER MAKERS.

Lithograph. Co.
NEWPORT, KY.
Our Office is 12 minutes by trolley from Fountain St.



Large Letter PAMPHLET PRINTERS.

SPECIAL POSTERS. We make Posters to order from special designs. We also them for Patent Medicine Firms, Cigar Makers, Cereal Mills, Cheese Manufacturers, Soap Makers, etc., etc. Let us know what you want to advertise, what territory you wish to cover, about how much money you wish to spend, and we will submit sketches, estimates and suggestions.

SYNDICATED POSTERS. We carry in stock many different kinds, sizes and styles of partly printed Posters, the so-called syndicated Posters. These Posters are like ready-made clothing; they are ready to use and low priced in one's territory, while special work on the contrary is almost prohibitively high, unless 10000 of a kind are ordered. Syndicated Posters are a boon to small advertisers, especially attention.

POSTERS
MASQUERADE BALL POSTERS.
We have four new designs, all one-sheet; two of these can be used as pictorial centers for free-theater. **THEY SELL AT RIGHT.** Get in Prices.

CHRISTMAS POSTERS
All the new designs are now ready. Bill Posters and Agents who have not received **SAMPLES** will please write again. Address Newport (Ky.) Office.

ALMANACS
BOCK-BEER POSTERS.
Our line of Bock-Beer Posters has always been the largest and best in America. We have many new designs in work which will be ready delivery December 1st. Write for samples now.

BOOKLETS
We are in a position to quote very low prices on large editions booklets, almanacs, folders, etc., designed for house to house distributing. We have the latest improved presses, folders and mangles. We can produce very fine work at very low prices. We set one case to handle editions of less than 500,000.

FOLDERS
Our Show Printing Department is the largest, best and most progressive in all America. We supply forty-two circuses and one hundred and twelve hall and opera house companies. We print everything from a program to a date, from a stand to a ticket. We solicit work from responsible managers only.

BILLPOSTERS who are not handling our Posters are missing a "good thing." There is money in them. You need not get an agent's commission, but you increase the carrying capacity of your press. There is more money in putting for one live retailer, than it is to make out of an opera house. It is easy to sell Our Posters; you only have to show the samples, illustrations.

THE BILLBOARD

Barry—Chas. F. Barry, 100 Madison St.
Barry—Wm. Clark, 100 Madison St.
Barry—John, 100 Madison St.

Barry—Wm. Clark, 100 Madison St.
Barry—John, 100 Madison St.
Barry—Wm. Clark, 100 Madison St.

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Barry—John, 100 Madison St.
Barry—Wm. Clark, 100 Madison St.

LIST OF DISTRIBUTORS OF UNITED STATES AND CANADA. This List is Open to All. Any distributors name is sent for \$1.00 a year.

Barry—Wm. Clark, 100 Madison St.
Barry—John, 100 Madison St.
Barry—Wm. Clark, 100 Madison St.

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Barry—John, 100 Madison St.
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Barry—John, 100 Madison St.
Barry—Wm. Clark, 100 Madison St.

LEON W. WASHBURN'S GREAT SOUTHERN MIRSTREL CO.

Has the greatest spirit, and most artistic postage and stand work than any other minstrel organization. We use the largest and finest of every month to be in advertising, and have the most artistic and novel designs to advertise our bill to all the principal cities in throughout the land.

THE LEADING SHOW PRINTERS (LITHOGRAPHICAL OR BLOCK) IN THE UNITED STATES USE THE GALT & WIBORG CO'S POSTER INKS. ARE YOU ONE OF THEM? GALT & WIBORG CO. CHICAGO, ILL.

J. P. FARMAKI, (Successor to Peter Center, formerly 352 West 9 St.)

369 North Eighth St., Philadelphia

Importers of Best Quality of the Best Balloons, Signs and Whittling Cutlery, Pipes and Cans.

Our One Hundred and One of the Best Balloons, Signs and Whittling Cutlery, Pipes and Cans.
List of items and prices:
100 Balloons \$1.00
100 Signs \$1.00
100 Whittling Cutlery \$1.00

CIRCUS CANVAS.

Now ready in white, blue, red, yellow, pink, black, and green, and in every color. Each roll 100 feet long and 4 feet wide.
List of items and prices:
100 Feet Canvas \$1.00
100 Feet Canvas \$1.00

Every Issue of THE OFFICE MAGAZINE, A & BUREAU, P.A. C.P.A. - NEW Contains information in which every business is interested. Price Per Year.
Sample Copy Free.
List of items and prices:
1 Year \$1.00
2 Years \$2.00

DEWEY BUTTONS

MADE BY DEWEY & COMPANY, INC. 100 N. WABASH ST. CHICAGO, ILL.
List of items and prices:
100 Buttons \$1.00
100 Buttons \$1.00

NOTICE TO ADVERTISERS

When a bill of \$10.00 or over is received, and all bills are paid within 10 days of the date of the bill, we will give a 10% discount on the bill.
List of items and prices:
100 Buttons \$1.00
100 Buttons \$1.00



Bill Posters' Paste Brushes.

The most practical brush made. Copper wired and protected canvas. Improved Light Weight Block. VERY STURDY, WITH SAFETY SCREWS

GRAY RUSSIAN BRUSHES. Order City, 1 each, \$1.00 per dozen, \$12.00 each.
List of items and prices:
100 Brushes \$1.00
100 Brushes \$1.00

ELDER & JENKS, Brush Makers 127 North 8th St., Philadelphia, Pa., U. S. A.

Barry—Wm. Clark, 100 Madison St.
Barry—John, 100 Madison St.
Barry—Wm. Clark, 100 Madison St.

THE BILLBOARD

BILLPOSTERS' DIRECTORY.

Personal addresses of billposters listed in this directory at the rate of one dollar per centum unless otherwise indicated. No such fee is received here.

- ALABAMA.**
 Adams—L. G. Jones.
 Anderson—Parker & Co., 2015 Second Ave.
 Birmingham—Harris & Smith—1055 1/2 Ave. 1/2
 Jay—Windsor Hotel.
 Pratt—C. W. Wright.
 Tallapoosa—Wm. H. Thigpen.
 Wetumpka—J. B. Gandy.
ARIZONA.
 Phoenix—W. H. Gandy.
ARIZONA—Grand Canyon.
 Grand Canyon—J. E. Green, City Hill Posters
 Grand Canyon—J. E. Green, City Hill Posters
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 Grand Canyon—J. E. Green, City Hill Posters
CALIFORNIA.
 Los Angeles—J. E. Green, City Hill Posters
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CONNECTICUT.
 Hartford—J. E. Green, City Hill Posters
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 Jacksonville—J. E. Green, City Hill Posters
GEORGIA.
 Atlanta—J. E. Green, City Hill Posters
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 Topeka—J. E. Green, City Hill Posters
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 New Orleans—J. E. Green, City Hill Posters
MAINE.
 Portland—J. E. Green, City Hill Posters
MARYLAND.
 Baltimore—J. E. Green, City Hill Posters
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 Boston—J. E. Green, City Hill Posters
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 St. Louis—J. E. Green, City Hill Posters
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NEVADA.
 Reno—J. E. Green, City Hill Posters
NEW YORK.
 New York—J. E. Green, City Hill Posters
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 Raleigh—J. E. Green, City Hill Posters
NORTH DAKOTA.
 Grand Forks—J. E. Green, City Hill Posters
OHIO.
 Columbus—J. E. Green, City Hill Posters
OKLAHOMA.
 Oklahoma City—J. E. Green, City Hill Posters
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 Philadelphia—J. E. Green, City Hill Posters
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 Nashville—J. E. Green, City Hill Posters
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 Dallas—J. E. Green, City Hill Posters
VIRGINIA.
 Richmond—J. E. Green, City Hill Posters
WASHINGTON.
 Seattle—J. E. Green, City Hill Posters
WEST VIRGINIA.
 Charleston—J. E. Green, City Hill Posters
WISCONSIN.
 Milwaukee—J. E. Green, City Hill Posters
WYOMING.
 Cheyenne—J. E. Green, City Hill Posters

- PORTLAND AND VICINITY.**
 Portland—J. E. Green, City Hill Posters
VERMONT.
 Burlington—J. E. Green, City Hill Posters
WASHINGTON.
 Seattle—J. E. Green, City Hill Posters
WEST VIRGINIA.
 Charleston—J. E. Green, City Hill Posters
WISCONSIN.
 Milwaukee—J. E. Green, City Hill Posters
WYOMING.
 Cheyenne—J. E. Green, City Hill Posters

- ALABAMA.**
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 Phoenix—J. E. Green, City Hill Posters
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ILLINOIS.
 Chicago—J. E. Green, City Hill Posters
INDIANA.
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KANSAS.
 Topeka—J. E. Green, City Hill Posters
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 New Orleans—J. E. Green, City Hill Posters
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 Portland—J. E. Green, City Hill Posters
MARYLAND.
 Baltimore—J. E. Green, City Hill Posters
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 Detroit—J. E. Green, City Hill Posters
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THERE IS ONE ASSOCIATION OF DISTRIBUTORS
IN AMERICA AND ONLY ONE. IT IS CALLED

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THE

INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

↓

It has been tested and tried. It has stood the tests and the trials. It has rescued the business of distributing, lifted it from the depths in which it formerly languished and placed it high among the legitimate, honorable and recognized callings.

In order to accomplish this it has been compelled to keep close watch on its members after they were admitted. Whenever an applicant had a record that was not spotless he was rejected. Whenever a member was detected in dishonest, negligent or even loose work he was expelled. In this way a high standard was established and by diligent watching has been maintained. The plan has proven satisfactory. Advertisers were satisfied. Distributors were satisfied. Billposters were satisfied. Everybody was satisfied, except the weeds and the constitution and trade marks closely resembling those of the International Association of Distributors. They have imitated the original in everything except its honest policy and sterling integrity. Beware of them. For the most part they are not distributors. Those of them who are not downright dishonest are flagrantly incompetent. If there be one honest man among them, he is foolish to remain long, for a man is known by the company he keeps.

East-Ohio P. Mails.
Cincinnati-Ohio Bill Posting Co.
Cincinnati-Ohio Bill Posting Co.
Cincinnati-Ohio Bill Posting Co.

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WEST VIRGINIA.
Martinsburg-W. Va. P. Mails.
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WEST VIRGINIA.
Martinsburg-W. Va. P. Mails.
Martinsburg-W. Va. P. Mails.
Martinsburg-W. Va. P. Mails.

The Only Genuine, Perfectly Correct CYCLE SKATE. Rubber Tread, Ball Bearing, No Degr., No Notches. The Original.

BUFFALO FOOT CYCLES. The No velty that Gets the Money. Now is the Time to Open an Academy. AGENTS WANTED. Address Geo. Matthews: W. S. ULEYLAND, Auditorium Hotel, SPRINGFIELD, ILL.

Did you ever Cycle Afoot.

Wake up! Wake up! DEWEY Sword Pen. Price is something that you can't afford to ignore. One Pen for 10c. The City of New York.

The Very Idea. In just what every advertiser is seeking. Subscribers for PUBLICITY. The popular English monthly advertising periodical, contains the names of all the most profitable ideas originated in every quarter of the globe, and, therefore, you cannot do better than get it. Only 50 cts for a full year's subscription.

MORISON'S ADVERTISING AGENCY. BULL, ENGLAND. BULLOCK, PIA. PO BOX 111. BULLOCK, PIA. PO BOX 111.

PROGRESSIVE DISPOSERS ALL BUY OUR "HOT PASTE".

PASTE. OUR "HOT PASTE" used especially for their hot and cold... THE SUGARMAN PAPER CO. INDIANAPOLIS, IND.

Sam W. Hoke POSTER MAKER 255 FIFTH AV. N.Y.

YES, I do make Posters.

And the finest Posters that can be made;

And my prices are lower

Because I make Posters mainly to get the posting of them,

And can afford to make them without profit.



An Eight-sheet Poster is about 7 feet wide and 9 1/2 feet high.

It is a good size for the smaller cities and towns, and many good advertisers use no larger size for larger cities.

5,000 eight-sheet Posters will cost from \$200 to \$1,200, and will go a long way toward covering the principal cities and towns of the United States for 30 days.

Posting will cost 6c each in small towns.

5c each in cities like Lexington, Ky.

7c in cities as large as 75,000 population.

9c in cities from 100,000 up to 500,000.

\$4.12 in Brooklyn, Chicago, Boston, Philadelphia.

\$1.38 in New York City.

Write me for full, definite, up-to-date information regarding quantity needed and cost to post any city or section.



In addition to Posters I also make the finest Oil-cloth and Mosaic Signs, in sizes varying from the very smallest to 3 x 5 feet—and larger if desired; as large as 3 x 100 feet in one piece, and all PRINTED from original designs, but printed with paint, not ink.

A Mosaic Sign in lots of 250 and up, size 3 x 25 feet, is a mighty good thing to hang in front of a drug store or other store that sells your goods.

A 1 x 3 feet sign, in lots of 500 and over, is a good size to nail under the windows and on the walls of the stores, or on the trees, boxes, picket fences, etc., everywhere.

The cost of a 1 x 3 feet sign, in lots of 500 and up, is about 4c to 6c for Mosaic, and 6 1/2c to 9c in Oil-cloth, all in gorgeous colors.

The manufacturer who wants to try these signs in a small way, should pack a few in all cases of his goods, and he will find the dealers calling for more.

When you want to adopt them in a large way, I can have them tacked for you in any city or town in America by men who make this work their business and who do it right.

Sam W. Hoke Long Distance Bill Poster. 255 FIFTH AV. N.Y.