

# BILLBOARD ADVERTISING

A  
Magazine  
for  
Business Men  
who  
think.



JOHN MISHLER.

February, 1896.



# BILLBOARD ADVERTISING

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

Vol. V, No. 2.

CINCINNATI, FEBRUARY 7, 1916.

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## SECRETARY'S REPORT OF A MEETING OF THE Associated Bill Posters' Association,

At Cincinnati, Ohio, January 6, 1916.

The following report of the proceedings as held by the secretary for publication is reproduced exactly as it appears in the folder, without abridgment or correction of any sort.

### SPECIAL MEETING

of the Associated Bill Posters' Association of the United States and Canada, held at the Grand Hotel, Cincinnati, Ohio, Monday, January 6th, 1916, pursuant to call issued by President R. W. Campbell.

Present, Mr. W. Lewis Hill Posters Co., St. Louis, Mo.; American Bill Posters Co., Chicago, Ill.; Chicago Bill Posters' Association; P. H. Cooney, Indiana; P. Graybill, Ohio; J. W. Brown, Ohio; F. B. O'Brien, Ohio; A. MacDonnell, Illinois.

A. Brown moved that the adjournment of A. J. Barry, Ill. justify, and the president has declared elected a member of this association. Carried.

Mr. President moved that the application of J. B. McFarley, Indianapolis, Ind., be received, and the president has declared elected a member of this association. Carried.

A. Brown moved that the proceedings of this year be included in No. 1, R. W. Campbell, Indianapolis, Ill.; Lewis Hill Posters Co., St. Louis, Mo. Carried.

Mr. Campbell moved that the financial statement be prepared on the official organ of this association yearly as stated by him in the last issue of the same.

President Campbell presented having in mind the bill board advertising matter, the same order of business was the matter of the petition table by the New York Bill Posters' Association in the matter of the application of J. C. Coffey, and action upon Secretary MacDonnell of the New York Bill Posters' Association to start the same order of business in the association.

Mr. MacDonnell took the floor, and to a number motions explained the matter fully, but as it occurred.

Mr. Campbell moved that the action taken by the New York State Association in the application of J. C. Coffey be notified and approved. Carried.

The next order of business was the action of W. B. MacDonnell in failing to recognize our members in St. Louis and Chicago as the proper parties to do business with.

Secretary took charge as performed by St. Louis Bill Posters Co., St. Louis, Mo.

Constitution and Mr. Lewis, referring to "Invitation members" be admitted into the society, resolution was being reported by the following order: as given, a copy.

Mr. MacDonnell, then all advertising matter be dropped from the roll of membership in this association. Carried.

Mr. MacDonnell then withdrew.

Mr. Campbell moved the Secretary give an order on the Treasurer for ten cash and return same to W. B. MacDonnell and C. J. Coffey upon their retaining their condition of membership. Carried.

Mr. A. Brown, that of the regular Association please as adopted by this Association, all bill poster members of this Association be made members and allowed a membership of one year, and that no Bill Poster be permitted to decline any more than one year until to any one, and that no Bill Poster, member of this Association be permitted to pay any less price, or repre-



HOW AL WEBER BILLED THE WALLAGE SHOWS.

Meeting called to order at 7 o'clock by Fred Campbell, who stated the object of the meeting of the night as follows:

The position taken by the New York State Association in the matter of the application of J. C. Coffey.

The position taken by Bill Board Advertising Company to the Constitution and By-Laws of the Association.

And the action of C. J. Coffey in failing to recognize our members in St. Louis, Mo., and Chicago, Ill., as the proper parties to do business with.

Secretary Campbell, now having arrived C. F. Lynch, Cincinnati, Ohio, was appointed Secretary.

Secretary Campbell of the proceedings arranged with the following members:

W. A. Smith, Secretary, St. Louis Bill Posters Co., St. Louis, Mo.; W. J. MURPHY, St. Louis, Mo.; W. J. MURPHY, St. Louis, Mo.; W. J. MURPHY, St. Louis, Mo.; W. J. MURPHY, St. Louis, Mo.

Mr. Campbell moved that the one taken in St. Louis, Mo., at our last meeting meeting Bill Board Advertising the official organ of this Association be recognized. After a thorough discussion, participated in by the majority of members present, the question was put, and adjourned.

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## STAHLBROD IS BOSS.

He Carried Everything at Glenside.

His presence at Glenside only meant that—  
of his address really—Glenside had  
—the Secretary happened, and even the  
admission of the fact that he had  
to the one to the Tall did was the thing.

From three to five, during the past few  
years, the so-called leading organ of the  
Associated Bill Posters' Association  
has been that of a character more  
of a genius, but at the meeting of the  
Executive Committee, January 28th, at  
Glenside, they fairly outdid themselves.

The New York delegation, consisting of  
Messrs. Stahlbrod, J. H. H. H. H. H. H.  
W. J. McElroy, and Mr. P. P. P. P. P. P. P.  
of the Wisconsin & Illinois, of Buffalo,  
were late in reaching their destination,  
having been delayed several, but when  
they finally arrived they got them with  
both feet, on the evening of. In other  
weeks, under Mr. Stahlbrod's able direction  
and instruction, they carried everything,  
in fact and things of their own  
and instead of remaining in the  
normal routine and resignation, they were  
acclaimed the secretary, approval and  
endorsement of the President, for their  
ambitious attitude toward the superior  
organization.

Although ridiculous, even foolish in  
their claims, it is most proper that  
some full account of their proceedings  
be recorded here, if for no other reason  
than to demonstrate the folly of the  
foolish individuals which pervades and  
dominates the Association.

Resolutions adopted were  
in the right, and generally of the  
invariable and satisfactory character  
by the appointment by virtue of which  
it had been representing the organization  
in the capacity of official organ.

The action of the New York State  
Association in refusing membership to O. J.  
Gale was also brought up for discussion.  
There was no doubt that they had clearly  
enough their authority in this matter,  
in fact had been guilty of open rebellion  
against the A. B. P. A., but the real issue  
was clearly obvious.

The Secretary's report of the proceedings,  
given in another column, states—  
"Mr. Stahlbrod then took the floor, and  
in a concise manner explained the matter  
just as it occurred." He did nothing  
of the sort. He merely presented it to  
the resolution, but was not allowed  
to discuss it which the New York State  
Association had been guilty, but with  
much boasting and self-praise he  
succeeded in attacking Section 7 of Article I,  
of the Constitution, claiming that it  
was unconstitutional. (State of Cuckley)

Think of that. A portion of the Con-  
stitution is unconstitutional. What her-  
eticary, what depth of unbelief, it has  
been revealed.

Despite the protests of F. M. Green,  
of Fremont, and Gen. W. Leonard,  
of Grand Rapids, he was enabled, with the  
aid and countenance of the President, to  
outshine his enemy to such length that  
the question under consideration, in the  
hands of most of those present, was  
practically forgotten. This being  
easily what he was after, he removed  
his seat.

Resolved silence followed his remarks.  
Nobody seemed equal to the occasion.

Finally the President, in such de-  
pression, caused to Stahlbrod and asked  
for instructions.

"What mode of procedure shall we pur-  
sue in regard to the matter?" he asked

"Why, respond that Section 7," (Section 7,  
Article II) said Stahlbrod.

"A motion to that effect will be in  
order, gentlemen," said the President.

Mr. Stahlbrod, of Indianapolis, made it,  
and without waiting to have it seconded,  
it was put to a vote and carried by a vote  
of 1893 (not by 14 to 3, as the Secretary's  
account of the proceedings has it.)

How this remarkable and truly original  
departure in parliamentary procedure  
may suit Mr. Stahlbrod, but does not  
make a member of the audience who are  
saying that he is not so. Some of  
the latter are quite busy trying to find out  
just what kind of a meeting it was. They  
are very nervous about the matter.

The announcement was met by the  
Secretary and it was in a meeting of  
the Executive Committee, which his  
report of the proceedings also is a special  
meeting.

If it was a meeting of the Executive  
Committee, it is present to the most absurd  
that it was a meeting of the Executive  
Committee in a convention assembled.

It, on the other hand, it was a special  
meeting, that the attempt to regard the  
section in question is not and read, the  
Section 7, Article X, of the Constitution,  
clearly says that "any amendment or  
alteration to this Constitution must be  
made at a regular meeting of this Associa-  
tion, and if seconded, it shall be put to  
the Convention by the President for  
approval, and if two-thirds of those pre-  
sent shall vote in favor of such amend-  
ment, it shall become a part of the Constitu-  
tion."

Now, the matter was passed and known  
that the motion was not seconded, and  
further knows that the vote was 18  
to 3.

The President is to be amazed to find  
it carried, despite the fact that it  
did not have the requisite two-thirds  
majority. He was believed that he was  
wrongly constituted, or that he was  
not Cuckley's Manual editor, or that  
the thinking members are not inclined  
to be so lenient with Stahlbrod.

They agree that he framed most of the  
Constitution, and therefore have  
that the meeting in question was not a  
regular meeting, for Article VII, Section  
seventh, shall take place on the second  
Tuesday in July.

His course in this matter is therefore  
viewed with distinct disfavor by the  
thinking men.

They are outspoken in their opinions,  
and, indeed, that either he is ignorant,  
or that he is unscrupulous. Consequently  
they agree that he is anyone but  
the proper person to dominate the Associa-  
tion.

(Gentlemen, given away of the editorial  
board) style in which he keeps the  
Association, are beginning to ask, "Is the  
Association run in our interest, or is it  
run in the interest of Stahlbrod?"

They are so much so, they agree and  
are now succeeded and outstripping rival,  
Mr. Gale?

"Why," they ask, "his memory may  
be so often a witness and delusion, but

to thoughtfulness to 'Gale,' who more  
than any other man helped to effect the  
organization, and who has the price of good  
killed, and whom we all like!"

"Why, let me be more compelled to  
assist O. J. Gale, who more than any other  
man has done more for the commercial  
advertisers in our behalf?"

"Why should we be compelled to in-  
tervene the whole body of commercial  
advertisers merely to further the private  
aid and selfish ends of this man Stahl-  
brod?"

And in the meantime Mr. Stahlbrod  
is following himself upon the fact that he  
cannot the occasion. His benevolent  
his, before, but they are few, very few.  
The first day of the meeting is now over,  
and many of the members are thinking  
quietly and soberly thinking.

## ECHOES.

The president made a good talk.  
Stahlbrod, in the role of Grogg, pre-  
sented a paper.

It is rumored that genial Mike O'Neil  
will visit The Bill Poster.

W. C. Taylor, of Ohio, reports  
splendid business in the U. S. City.

Al Ryan is in the ranks of the Cosmos,  
winner of the magazine of the Convention.

Louis H. Ramsey, of Lexington, forms  
the chief proceedings late, illustrated  
and inspiring.

Some of the had opinions, but they  
differed from those held by the mass, and  
he was promptly arrested.

It is not a surprise to anyone to see his  
convictions. Like the rest of the  
members, however, he was straightened  
out.

All the bill posters, save Stahlbrod,  
remained over until the following day,  
in order to attend the convention of the  
association.

Some of the members who were present  
at the meeting, have since written this  
paper, largely describing the action of the  
organization.

James A. Curran combined business  
with pleasure. The Denver branch will  
take great interest as a result of his  
masterly talk.

Mike Revolver, of Mississippi, has  
been to the business for twenty-two years,  
although he is only twenty years of age.

Phil Coffey stands well with the  
members. He is not a man of  
the Convention is the quality. As a manager,  
O. J. Gale, always gets his share of  
the prize.

Gen. W. Leonard asked Stahlbrod's  
name to the list of those "dead," in a  
special meeting to that effect, but the  
Secretary has carefully eliminated all  
names.

It is Mr. Greenleaf's application for mem-  
bership was rejected, of course. It was  
Greenleaf we believe, who framed O. J.  
Gale with the postcard that caused the  
arrest of the man.

Every one of these people should have  
taken the bye (and good) of that striking  
English publication 'The Bill Poster'  
which has plenty of obnoxious clauses  
there. Even the volume has not been  
of any of such kind discovery.

Every one who differed with the man  
was carefully searched, except O. J.  
Gale, Leonard and H. H. H. H. H. H.

Mr. Leonard and H. H. H. H. H. H. H.  
should be more than enough to  
single-handed and alone, would prove  
them a match for Grogg and his  
trifles.

The wire-pulling tactics of the worst  
politics, and the methods of the highest  
lawyer, they are not so much  
and then, but there are many more  
of the Association who believe they

are not of place in the deliberations of a  
Trade organization.

Despite the fact that there is not enough  
of the Wisconsin Bill Posters' Association  
to be included in the list of members  
qualified as a delegate, representing the  
State. It was in order, among a substan-  
tial number in order to give the Green  
City Bill Posters Co. two votes.

It was an capable of forming a single  
line of men being in any way  
ever in any thinking on your own  
accord, however. These are special  
privileges, but they are not to be  
used in any way involving or in the  
particular of the Association.

The attitude of the Association toward  
Billboard Advertising, the only paper in  
the United States and Canada that  
changes the name of bill posters, is highly  
satisfying. It does so, as one of the  
members remarked, that they could have  
found more profitable employment than  
trying to kill their best friend.

Patrick captured a man of Indian  
tribe and after depriving him profusely  
with various and well-selected ailments,  
took him the remains of the hotel and  
left him in the hands of the man who  
was in the group. The man did  
not last long, however. In less than  
two weeks he was dead, and his  
remains were left to the people and given  
to the natives.

It is a great deal to be surprised if it  
is all, brought a lead of coal from a coal  
mine, where he was on the street; after  
concluding his journey, he was  
a round of the mine, accompanied by  
some of the men of his mine, stopping  
at the hotel, and after a short stay,  
he loaded the cart full of bill posters at  
the hotel, and after a short stay,  
he drove to the Grand Hotel in  
order to call on President Cassell.

## "THE BILL POSTER."

Under the above title a newspaper  
of Bill Posters will soon be launched.  
It will be devoted entirely to the  
interests of the Associated Bill Posters'  
Association of the United States and  
Canada, and will be published under  
the supervision and management of the  
Executive Committee of the Association.

It is proposed that it will in some  
measure be devoted to the publication of  
the paper, and upon this proposition we  
hope for all the support and encourage-  
ment of bill posters and advertisers.

Editors we have accepted this  
idea, and have written about  
twenty thousand publications, all of whom  
were busy in writing papers to particu-  
larly those specially desiring the billboards,  
we have battled for the paper. At last  
the unwarped content seemed impeded. It  
was like the plying notes of an infant  
against the steady advance of Niagara,  
but slowly and quietly we have secured  
the vessel.

President's Int. Profitable Advertising,  
Art in Advertising, News, Business,  
Post, The Echo, Weekly and Bi-weekly,  
all speak in just and fair terms of  
the picture on the wall, and so a few  
of them have been on entire departure  
to this particular class of advertisement.

We welcome The Bill Poster heartily.  
The field is wide and the work is hard.  
We have here much need of its help. If  
there is not room for it and so, as some  
of them regard the matter of advertising,  
we welcome The Bill Poster heartily.

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**Common Sense.**

The cockle bites his head when put out and brought to bay, says a certain that by so doing he is protected from all danger.

The cause of success among bill posters seems to be the same. They are constantly protected by covering their eyes with spectacles, and sticking like they have hooded themselves together in an association, thinking thereby to protect themselves by concealing their faces under the cloak of the Association while leaving the most vulnerable part exposed to the attack.

A few reasons will demonstrate the absolute impossibility of any more organizations affording the protection promised.

First.—No report ever recorded. The public despise it as a source and regard those saying it as dupes.

Secondly.—A very large proportion of any membership, owing to principle or the lack of it (such are general laws) refuse to obey a report order, thus rendering it largely impotent at the outset.

Thirdly.—The law prohibits that one may, with secrecy, purchase his commodity where he pleases. Thus rendering it impossible to be publicly accused.

Fourthly.—It is a rare article damaged by means of a report, unless issued by an impartial association, but it is a more severe damage from the association at large.

Fifthly.—If they are not incorporated by one person, the members are a very small chance for conspiracy.

Besides all these, the most powerful reasons of all is that good advertising means one who is advertising. It is not regarded as the basis of one's work with the slightest alibi.

Others will tell a tale whether the bill poster says they may or not. To quote examples which every one knows of is almost unnecessary, but if the protective letter of the A. P. U. A. is of the least value it was Miller Brothers, of Columbus left to fight their own case, as revealed by the Association after the Bureau there had indicated opposition there last Spring? Well this is why the Bureau show kids, association or no association.

If the bill poster is silent in his demands, they simply go ahead and bill the town or city without him, leaving it to the Association members were to refuse to bill the Bureau they notice that they are being let down. It is better that the Bureau know in advance that the bill poster is willing to pay for an address, and a well-developed opposition in their case.

Unassessable attacks must be fought like any other. It is more judicious against the many, less, having this, but to be a fool and covered if he is slain to sea it.

Our position in this matter has been far from popular. We have attacked the lowest bill of the Association, and every one knows that we have had the advantage of our convictions, that we have spoken out in spite of popular clamor and unimpaired courage.

We have seen the usefulness of the A. P. U. A. supported by the party divisions, which individuals and associations are trying to pass, which this "protective" literature and encourage. We see no plainity that the Association will have

person strength, influence or dignity until this false doctrine is removed. Under the present regime, meetings are simply given over to discussing general principles, doing nothing practical and debating individual condemnations. There is no time left for the discussion of matters having to view the goal of the reform. There are few things that are worth while of the good of the Association.

It is high time the members dropped the middle-aged notions, who are vainly trying to lead those out of the wilderness. They are long-headed fools who will never get on their own feet, but is utterly unable to go further. Thank You, gentlemen, and let this down now, but let it down. And then never again let any one more dominate the Association.



**PAULDING W. GORDON.**

R. E. Spaulding, agent speaker at the Bazaar, was born in Ben. Ohio, March 28, 1840. He studied the law at the University of Cincinnati, and after graduation was admitted to the bar in 1862. He has since that time been engaged in the practice of law in various parts of the State. He is a member of the Ohio State Bar Association, and is also a member of the American Bar Association. He has been a member of the Ohio State Bar Association since its organization in 1876. He has also been a member of the American Bar Association since its organization in 1876. He is a member of the Ohio State Bar Association, and is also a member of the American Bar Association.

Our Trust, Agents, etc. Schwab & Swob, Fremont, A. T.

As a member of the Association, you are fully entitled to and should desire to contribute.

As a member of the Association, you are fully entitled to and should desire to contribute.

As a member of the Association, you are fully entitled to and should desire to contribute.

As a member of the Association, you are fully entitled to and should desire to contribute.

Respected being himself a member of the Association, you are fully entitled to and should desire to contribute.

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**PACIFIC COAST BILL POSTERS.**

The Association holds its Fifth Annual Convention at San Francisco, January 24th.

Proceedings of the Meeting.

Resolved to elect the President, the Pacific Coast Bill Posters Association to consist of one member from each of the following cities: San Francisco, San Diego, Los Angeles, San Jose, Portland, Seattle, Tacoma, Vancouver, and Spokane.

The following officers were elected: President, G. W. McLean; Vice-President, J. H. McLean; Secretary, J. H. McLean; Treasurer, J. H. McLean.

**Portland, Ore. Spaulding & Gordon, Bill Posters.**

Our position, their reputation as good men who have been appointed to contribute to the Association.

As a member of the Association, you are fully entitled to and should desire to contribute.

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**PUBLISHERS' CORNER.**

This office of Billboards Advertising Association has the honor to announce that it is now publishing a list of names of all those who have been appointed to contribute to the Association.

As a member of the Association, you are fully entitled to and should desire to contribute.

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FAIR NOTES

Secretaries of fairs should at once send their dates and dates for publications.

The fair associations are holding meetings. If they will issue a report of these meetings, much benefit will result.

DELAWARE.—A. W. Stevens, Secretary of every fair in the United States and in many instances the other States as well.

Secretaries are interested in what the other fairs did at last meetings? They feel so you do. Send along your reports.

The South Dakota Board of Agriculture and January 18th to select a location for the State Fair. Mitchell, Yankton and Aberdeen are candidates. At least \$50,000 is sought. The necessary buildings and grounds and the printing for the fair must be guaranteed by the municipal condition. After having one year as a member of the board, W. H. Bennett has determined that he is not eligible to that office, being also a member of the State Legislature.

The Kentucky Fair to be held at Covington, Ky. this year, is a market for new schemes for advertising. They are progressive both in scope, and that fact that they achieved the highest attendance of the fair held in Western Kentucky. A statement, in intensive and concise. This very pleasing result was obtained by generous and judicious use of printer's ink. They are sending through this year and want the latest and best advertising that they can secure. The secretary is E. T. Smith, and will be addressed at Boyle, Ky.

At the meeting of the Eastern and Western Fair Association, in Chicago, the report for holding the fair of the Western States was read as follows: New York, August 10 to 21; Illinois, September 1 to 10; Michigan, same dates; Minnesota, September 10 to 19; Indiana, same dates; Wisconsin, September 21 to 30; Illinois, September 21 to October 3; St. Louis, October 3 to 10.

Secretary W. C. Shepley, of the Boston County Agricultural Society, has submitted his annual report. It shows for the last twelve months the fair of Massachusetts. The Board has received the statement of the County Commissioners, which is that they will be able to raise one year more money on the property of the Agricultural Society.

The newly elected directors of the Oklahoma Fair Association had a congratulatory meeting at Oklahoma, Ok., Wednesday 11. All the members of the board are as follows: G. W. Rowland, D. W. Rowland, F. C. Schellinger, F. A. Vankub, Wm. Glass, The Young, W. J. Child, Chickasaw, Okla., F. C. H. H. Hamilton, John Davis, George Hinton, John Lamb, C. E. Angell, and DeWitt.

Some advertisements being very inserted not before advertising the Association diagnosed the cause for the former. The fair for this year will be held by the fair for 1893, and 4 for the former meeting, and Sept. 10 to 18 in Chicago for the fair. These dates were considered as probably the most desirable, and by introducing their claims early after track and fair nominations in the state are likely to refrain from entering the office.

Fully 2,000 people passed through the gates of the fair at the Oklahoma Fair Association's first International Exposition, and that is spite of the disagreeable weather that commenced on the first day. The fair was through open and continued all day the night, and all reports were very and pleasant to the number and quality of exhibits of many manufacturers.

LIST OF FAIRS. 1894.

ILLINOIS. Collins, Theodore Co. Agricultural and Mechanical Exhibition, Feb. 22 to 28. W. A. Vetter, President. C. E. Fleming, Secretary. E. H. Thompson, Ass. Sec. Chicago, Ill. Feb. 22 to 28. W. A. Vetter, President. C. E. Fleming, Secretary. E. H. Thompson, Ass. Sec.

INDIANA. Indianapolis, Aug. 20 to 25. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

IOWA. Des Moines, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

MAINE. Portland, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

MARYLAND. Baltimore, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

MISSOURI. St. Louis, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

NEW YORK. New York, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

OHIO. Columbus, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

PENNSYLVANIA. Philadelphia, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

TEXAS. Dallas, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

VERMONT. Burlington, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

WEST VIRGINIA. Charleston, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

WISCONSIN. Milwaukee, Aug. 10 to 15. J. W. Bennett, President. J. W. Bennett, Secretary. J. W. Bennett, Treasurer. J. W. Bennett, Ass. Sec. J. W. Bennett, Ass. Sec.

Delaware. Delaware Fair Association have been holding their 25th Annual Exposition, from Feb. 22 to 28, at Dover, Del.

POULTRY SHOWS. 1902.—Cities given, the secretary addresses corresponds with that of the show.

DEPARTMENT OF COLUMBIA. National Poultry Show, Washington, Dec. 8 to 15, 1902, Feb. 1903.

CONVENTIONS, ETC. N. Y. State. C. J. S. Smith, Sec. N. Y. State. C. J. S. Smith, Sec.

EXPOSITIONS. Philadelphia, Pa. 1893. St. Louis, Mo. 1894. Chicago, Ill. 1895. New York, N. Y. 1896.

FOREIGN EXPOSITIONS. Paris, France, 1889. London, England, 1883. Philadelphia, Pa., 1876.

THE Babbitt Entry and Record System. We invent the Secretary of writings. From a Cat Show to County Fair. Because it is UP TO DATE. Designed step. SEND FOR SAMPLE LEAFLET. ARTHUR BABBITT, MADISON, WIS.

The Hustler Advertising Co. Mailers and Distributors. Office at N. Main St., Ft. Wayne, Ind. Pough House by Buffalo, Pa. Booklets! Have you seen the kind I write? W. Chandler Stewart, 414 E. 10th Ave., Phila.

Iowa Advertising Co. ESTABLISHED 1874. All kinds of advertising and Distributing. Work done honestly and promptly. THE LAFORCE ADVERTISING CO. City Bill Posters and Distributors. One and one cent on reading list of books. Not included. Foreign order guaranteed. Look for all. TERREHAUS, LA.

A LITTLE PAPER OF... PROFITABLE. ADVERTISING. Being an exposure of useful and profitable ideas for those who wish to prosper. Published with illustrations each month by Kate K. Olden, 12 School Street, in Boston, Tenn. Subscription, \$1.00.

Saratoga City Bill Posters. We are and control all bill boards in our city. Commercial Printing and Distributing a specialty. For particular address FRANK EDDY, Manager.

# SURE AS DEATH AND TAXES

WHEN YOU  
USE THE  
BILLBOARDS  
IN  
**LEXINGTON,**

**SURE.** That is the surest way to the most success. Then the people have money to spend.

**SURE.** That every sheet of paper you need to be heavy & it will be covering a lot of billboards, and great boards, with good prints, and will save money in a year.

**SURE.** That it will not be covered with other paper and will last a year.

**SURE.** That if you don't get the billboards that I send you.

**SURE.** That if you do get the price you get, there is no other way to get money than you pay for it.

**RAMSEY & CO**  
DRESSED UP FOR YOU  
**Bill Posters**  
DISTRIBUTORS  
GENERAL ADVERTISERS  
OF A BILLBOARD



OUR ART  
BILLBOARDS  
UNEXCELLED.  
30 CENTS  
A FOOT  
A MONTH

THE E. MAIN,  
NEXT DOOR TO  
POST OFFICE

The Price: 7 Cents 30 Days.

## The Inter-state Guide

PUBLISHED BY THE

Inter-state Bill Posters' Protective Association,

IS NOW READY FOR DISTRIBUTION.

CLARENCE E. RUNEY, Secretary,

Write for Free Sample Copy.

WAUKEGAN, ILLINOIS.

D. F. SEABER, President,  
Chicago, Ill.  
R. O. BEVY, of Vice Pres.,  
18 East 10th St.,  
W. S. BUCK, and Vice Pres.,  
Springfield, Ill.  
J. E. BAKER, of the Exec.,  
For the Gen. Mgr.,  
CHAS. C. McKEWELL, Treas.,  
Chicago, Ill.  
CLARENCE E. SCYER, Secy.,  
Washington, D. C.

## Inter-State Bill Posters' Protective Association.

Scale of Prices Adopted  
for Labels, Protected  
and Reverse.

50 DAYS' DISPLAY.  
Application for order:  
Labels for 1000 1000  
Labels for 2000 2000  
Labels for 3000 3000  
Labels for 4000 4000  
Labels for 5000 5000  
Labels for 6000 6000  
Labels for 7000 7000  
Labels for 8000 8000  
Labels for 9000 9000  
Labels for 10000 10000

Labels for 10000 10000  
Labels for 11000 11000  
Labels for 12000 12000  
Labels for 13000 13000  
Labels for 14000 14000  
Labels for 15000 15000  
Labels for 16000 16000  
Labels for 17000 17000  
Labels for 18000 18000  
Labels for 19000 19000  
Labels for 20000 20000

ADDRESS ALL CORRESPONDENCE TO THE SECRETARY.

THE LEADING BRAND OF POSTERS  
CLUTCHING THE CROWN OF THE UNITED STATES  
THE AULT & WIBORG CO'S  
POSTER INKS  
CINCINNATI  
NEW YORK  
CHICAGO  
ARE YOU ONE OF THEM? "AULT & WIBORG"

## Hennegan & Co.

127 East Eighth St.

Cincinnati, O.

PRINT

## Posters

The kind that pays.  
Any Style.  
Any Size.  
Any Color.

Prices for Poster Work of any kind,  
either engraved or from type,  
given on application.



"Say" Poster and Design. Engr. and Block. Copyright, Hennegan & Co.

## Hennegan & Co.

127 East Eighth St.,

Cincinnati, O.

PRINT

## Posters

Finest Designs.  
Catchiest Ideas.  
Best Work.  
Lowest Prices.

Samples of some of our Stock Posters,  
Screeners, Engrs., Borders, etc., sent  
free on application.

## ELDER, JENKS & RABORG

'Excelsior'

Circus Paste

FOR ALL POSTERS' PURPOSES

Made of Best White Lead,  
Best Zinc Oxide, Colicene,  
Super White. Our most  
perfect and most reliable brand  
of all and most used.  
Used and recommended  
by the American Photoengraving and  
the American Lithographic and  
the American Engraving and  
the American Bookbinding  
Associations.

Size 4 inch.

Price \$50.00 per doz.

\$5.00 each

Extra Extra for Circuses,

100.00 per doz., \$4.00 each.

MADE IN U. S. by all parts of

ELDER, JENKS & RABORG

Special Manufacturers.

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



## The DIXIE System Company

Has the greatest invention of the age for Dressmakers,  
Patterners, Cloakmakers and Ladies' Tailors.

## Perfect Fitting Patterns

PRODUCED IN 15 MINUTES.

ANYONE CAN LEARN IT. SEND FOR PRICES.  
WHOLESALE PRICES TO DRESSMAKERS.

Address for Particulars,

## THE DIXIE SYSTEM CO.

52, 53 and 54 Glen Block,

CINCINNATI, OHIO.

Agents wanted in every city and town in the United States,  
and our terms to Agents are more liberal by half  
than anything else they will see.

**BOISE CITY,  
IDAHO.**  
POPULATION, 9,000.

**SPAULDING & GORDON,**  
LICENSED  
**City Bill Posters & Distributors.**

Members of American Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

We have more billing space than all other towns in Idaho put together.

The city is booming.

Send on your paper.

References furnished.

**Bill  
Posters**

ARE everywhere adding neat little sums to their incomes by selling our commercial posters. We allow a commission of 30 per cent. on all orders, and it amounts to considerable in the course of a week.

Many are making from \$20.00 to \$40.00 per week. J. M. Dixon, of Terre Haute, Ind., made \$47.00 commission on a single order, and the posting netted him \$135.00 more.

Let us send you a set of samples. They are free.

**THE DONALDSON LITHO. CO.**  
**Cincinnati, O.**

**"The Bill Poster"**

The English counterpart of *Billboard Advertising*. Subscriptions, 30 cents per year, post free, may be sent to The 117 East Eighth St., Cincinnati, O.

**HIGH-CLASS Half-Tone ENGRAVING.**



SEND A good Photograph and Get a Good Cut.

PRICES:  
24s. . . \$1.50  
36x48. . . 2.00  
48x60. . . 3.75

PRICES:  
24s. . . \$1.00  
36x48. . . 1.25  
48s. . . 1.50

SEND The Money With The Order.

The Kalleberg Photo-Engraving Co., Cincinnati

**R-T-P-A-N-S**  
—  
The modern standard Family Medicine: Cures the common every-day ills of humanity.

**ONE GIVES RELIEF.**

**MONTANA**

Bill Posters' Association

**C. A. HARBOIS, Helena.**  
STATE CONTRACTOR FOR Bill Posting, Distributing, and General Advertising.

Helena, Butte, Great Falls, Missoula, Anaconda, Bozeman, Livingston, Billings, Deer Lodge.

HAGERSTOWN, MD. Population, 14,500.

**CLAYTON E. DOUB,**

Distributor of Circulars and Samples. References furnished.

**THE STAR**  
**COIL SPRING SAWF SUPPORT**  
AND ANTI-BATTLES.  
FOR THE PROTECTION OF SAWMILLS.  
THE HERRICK SAWYER CO. INC.  
P.O. BOX 1017  
CHICAGO, ILL.

No Offer Complete Without It.

**Business**  
A Practical Journal of the Month.

It saves money by showing the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTING, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURING, FREIGHT, PORT-AIRTEL, COMMERCE and ECONOMICS.

The varied departments of the paper include OFFICE Hints, Hints, being letters from practical men on office and business topics; OFFICE KOSKOS, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; AND ALSO PRACTICE OF ADVERTISING, presenting statistics in successful publicity; INTERESTING ASSOCIATIONS, according to the latest methods of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL ACCOUNTING, contains monthly prepared articles on accounting methods, including descriptions in detail of the accounting practice in leading establishments.

Monthly, 48 pages, illustrated, including supplement, for a year Sample copies (containing this advertisement) free.

**KITTREDGE COMPANY, Publishers**  
15 Ader Place, NEW YORK.

Send for the Adage, Helms. It has no Price tags in each issue. Send a year.

**STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE.**

Structure	Material	Methods	Advertising	Receipts	Shipping	Expenses	Experimental
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A thorough, efficient and economical means of reaching the homes of Cincinnati, Ohio. We are in a position, and only by guarantee lowest service fee also a reasonable program of direct costs.

Address: **W. H. STEINBRENNER,**  
811 Vine Street,  
CINCINNATI, O.

1896.

**THE DONALDSON GUIDE**

36 Editions now in process of completion.

Will contain every name of every firm throughout the United States and Canada, with a full and complete description of each.

- It gives the population of the town.
- It gives the population of the county.
- It gives the name of the best paper.
- It gives the street address.
- It gives the name of the distributor.
- It gives the street address.
- It gives the name of the vice boss.
- It gives the name of the local manager.
- It gives the names of the clubs.
- It gives the names of their managers.
- It gives the names of the newspapers.
- It gives the names of the address.
- It gives the date of publication.
- It gives the names of the dramatic artists.
- It gives the names of the dramatic companies.

It gives the name of a good attorney. It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 250,000, handily bound in cloth and gilt.

In addition to the Directory the book will contain the complete code of the Dramatic Censor, the showmen's regulations and the International Professions regulations will be carefully revised and brought up to date, and will be the most complete and authoritative guide ever issued. The compilation is a work of profound labor and great expense, which is not wholly sustained by the sale which the book will enjoy, consequently the publisher feels justified in calling upon bill posters, distributors and show persons to purchase the advertising medium, and render all necessary aid in circulating clubs, etc. etc. Clubs are provided for this purpose by the publishers and can be had upon application.

It is to be the largest of every bill poster and city directory ever issued, being fully illustrated and described. Let the advertiser know the resources and the number of papers in the country, let the advertiser know the size and whether best to distribute in, see the complete and full list of theaters, opera houses, or clubs you have.

**PUT AN AD IN**

**It will bring you business.**

Because it will be consulted almost daily by the advertiser, showman, and theatrical manager of the country, you your name or only has increased since its publication since the census of 1890, you are an advertiser immediately following the advertisement of it, visiting the country, advertisement, together with such other advertisements as it may possess. The advertising rates are very reasonable. Twenty-five cents per square line for one week, and for every succeeding week in full rate a space of half inch single column comes to \$1.25, or six lines to \$1.50.

**ADS ARE CHEAP**

Remember, that the DONALDSON GUIDE will benefit you by publishing in the interests of bill posters, distributors and advertisers. Hereafter it has been given every column occupied by the names of agents houses and showmen, but none more so than will be changed. Give it your endorsement. This is my offer.

**SEND FOR BLANKS**

your name. It's a good thing, and successful. (The request is answered) it is desirable will be a big thing for all parties interested. The price of the Donalson Guide by each, and the name of the publisher. It is to be the largest of every bill poster and city directory ever issued, being fully illustrated and described. Let the advertiser know the resources and the number of papers in the country, let the advertiser know the size and whether best to distribute in, see the complete and full list of theaters, opera houses, or clubs you have. It is to be the largest of every bill poster and city directory ever issued, being fully illustrated and described. Let the advertiser know the resources and the number of papers in the country, let the advertiser know the size and whether best to distribute in, see the complete and full list of theaters, opera houses, or clubs you have.

**W. H. DONALDSON, Cincinnati, Ohio.**

**Mauberrret's Printing House, Limited**

Printing Posters all sizes all styles.

Work THE FINEST Prices THE LOWEST

Branches. 526 to 532 Poydras Street, NEW ORLEANS.

**I Am An Ad Writer**

Because I have a brain trained for the business and really love the work.

I have no other "tricks in the fire."

I know I turn out good work, because sensible business men who employ me say so. I want to write your ads because I am positive I can make them effective.

I'm not boasting—simply claiming what I can prove. Will you put me to the test?

Two "ads," two dollars. Money back if I fail to suit you.

**JED SCARBORO,**  
48 Arbutuckle Building,  
Brooklyn, N. Y.

**ROOSEN INK WORKS,**  
66-68 JOHN STREET, BROOKLYN, N. Y.

MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DYE COLORS.

**CHERRY CIGARETTES**

**SHAKESPEARE PLUG TOBACCO**

SHAKESPEARE PLUGS.

For Sale from the United States Company. They are the best and most popular in the world. In 1895, they were sold in 1,000,000,000 boxes. They are the best and most popular in the world. In 1895, they were sold in 1,000,000,000 boxes.

1000 BOXES SHAKESPEARE TOBACCO, 1000 BOXES SHAKESPEARE TOBACCO, 1000 BOXES SHAKESPEARE TOBACCO.

**Let's Get Acquainted?**

Don't forget to ask about **CHERRY BLACK.**

Send for the new Cherry Black. It is the best and most popular in the world. In 1895, they were sold in 1,000,000,000 boxes. They are the best and most popular in the world. In 1895, they were sold in 1,000,000,000 boxes.

**Eagle Printing Ink & Color Works**  
100-102 Broadway Street, Chicago.

**Printer's Ink Helps . . . . Advertisers!**

It's a weekly journal, furnishing you with personal advice, valuable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Introduces you—and acquaints—how to write advertisements that will sell goods; or the "Ready-Made Ads," it contains can be used to accomplish the same object.

Contains timely hints about methods, tending to give you a winning percentage every time you advertise.

Subscription price now \$1.00 per year, 50 cents, in advance.

Subscription Office, 200 N. Spruce Street, New York.

**DEAF MUTES CURED**

W. H. HALL, 100 N. 3rd St., Philadelphia, Pa.

**We Employ Young Men**

**ACME CYCLE COMPANY, BROADWAY, N.Y.**

ACME CYCLE CO., BROADWAY, N.Y.

ACME CYCLE CO., BROADWAY, N.Y.

**WE HAVE NO AGENTS**

ACME CYCLE CO., BROADWAY, N.Y.

ESTABLISHED 1879.

HARRY E. STOOPS, Manager.

POPULATION, 80,000.

# The Stoops Bill Posting and Advertising Co.

OWNING THE FINEST LINE OF

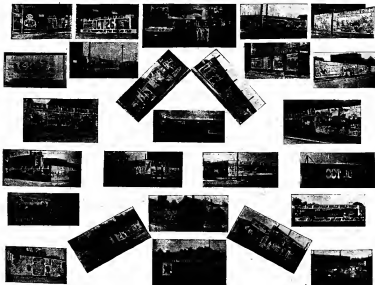
BOARDS IN THE SOUTH.

CONTROLLING ALL THE

DEAD WALLS IN THE CITY.



## CHATTANOOGA, TENN.



PUT CHATTANOOGA ON YOUR LIST.

THE  
**O.J. Gude Co**  
 OUT DOOR  
 ADVERTISING  
 New York

1894 Our Customers spent less than 4% of their entire appropriations in Bill-Posting.

1895 It increased to over 12% more than \$200,000

1896 It will further increase if the Bill-Posters recognize that service only will bring permanent and profitable business and that organization is effective only as it conserves the interest of the advertiser as well as the Bill-Poster.

[STORY BY MOTHER BY JAMES PYLE & SON—PHILADELPHIA]

"I'll stick this up anyway  
 Its for the good of the  
 Cause."