

THE BILLBOARD

Vol. IX, No. 9

CINCINNATI, OCTOBER 1, 1897.

PRICE IN CENTS
PER YEAR, \$1.00

RAMPANT.

The Executive Committee of the A. B. F. A. Breaks Loose With a Choice Assortment of Clubs—The Ax Wielded in Great Shape.

The following letter, report and order sent out to members a couple days ago.

Dear Sir—Herewith we beg to send you a copy of minutes of the meeting of our Executive Committee, held at Hotel Marlborough on October 5, and Official Order No. 1.

The reading of the minutes developed the fact that there was considerable dissatisfaction and cause for complaint among many of the members. It was found that quite a few large advertisers were entirely ignoring the association also by giving business to non-association members, and that their paper was also being handled by non-association members.

As you will note, there were two applications for soliciting membership, Mr. Donaldson, of Cincinnati, and Mr. Burke, of New York. The committee had received numerous letters from members for and against the plan of their names on the roll. There was also complaint about the present address not being up to the rules of the organization, and, in addition, many of our members were found to be very dissatisfied in the matter of their dues. After considerable earnest discussion, it was the consensus of opinion that the association had reached a critical point in its career. Your Executive Committee felt that while much good had been done through increasing the standard of service and enforcing the price to a point where the bill rendered was enabled to improve the plant and give a such guaranteed service as would create the confidence of the individual, so well as the best advertiser, at the same time there was a lack of cohesive force which made your committee feel that, in order to achieve the result aimed at by us organization, decisive measures must be taken and strict discipline enforced. Your committee felt that under no circumstances or conditions would it pass any resolution except in the putting of the name on its statute books. The unanimous thought was, that if a resolution was made it should be lived up to, even if such adherence to principle meant the elimination of membership of its members. The two-week period to send on the address book-of-duty to being paid and parcel of a real organization which did not respect its own rules.

The committee wish to state that they fully realize that their action is much more drastic than that which was enacted at former sessions, but they also feel that the crisis which has been reached by the life of the organization must be met with determination and force, in order that the association receive from the trader at large,

the their self respect and encouragement of loyalty to their principles.

Respectfully submitted,
J. KEILLAN CARROLL, Secretary.

Meeting of the Executive Committee held in the Hotel Marlborough, New York.

REPORT OF COMMITTEES.

JOHN F. OTTING, Sec'y, August 5, 1897.
To the President and Members of the Association.
All Photos Association of the United States and Canada.

Gentlemen—Your Finance Committee here this day examined the memoranda and accounts of the *Bill Board* and occupied session with the same above vouchers were presented, and find same correct so far as the accounts covered by vouchers.

We find the majority of the items in the book have no vouchers presented for them, but memoranda written out by the allow or others presented in his envelope. While we are satisfied the accounts are correct, we do not approve of the methods of carrying on the business of the *Bill Board* in connection with the accounts of the same.

We believe a complete set of books should be kept, and a voucher sent here after be presented for each separate item, or each account shall and be passed upon. One man is for this is that the only way to do business is by business methods. The set of books and vouchers should be presented in future at each annual meeting of the association.

Respectfully submitted,
HERMAN A. SEYMOUR,
BARNETT LEWIS.

REPORT OF OFFICERS.

President O'Meala made a statement of the business of his office since the annual meeting, as follows:

Since granted dispensation to Gerald Hill Post Co., Portland, Me.; Eric Hill Post Co., Erie, Pa.; Jos. A. Walker, Chicago, N. Y.

Copies have been received from Andrew, Mather & Johnson, Salem, Mass., and F. C. McKim, Manchester, N. H., against C. F. Humphreys, our solicitor, for giving them to post paper on non-association rates; also, from Casson City Hill Post Co., Milwaukee, Wis., and American Hill Post Co., Chicago, Ill., against the T. A. Taylor Process Co., Cincinnati, O., selling for cut rates and commission; also, in relation to the resolution offered by Mr. Campbell (to relation to a monthly statement being sent to the treasurer, C. F. Ryan, also of having called the Finance Committee together to examine the books and vouchers of the paper. The *Bill Board*, at the last meeting of the committee, also the matter of the Memphis Hill Post Co., Memphis, Tenn., claiming no injury having been done them by a number of his association, also, having received a notice from the secretary calling attention to the members having any dues is paying up their dues. I send and a circular calling their attention to the amount of their



JOHN F. OTTING.

bill posters, advertisers and advertising agents that report which shows through the rigid adherence to what it believes to be the fundamental principle of our organization.

We look for constant, helpful support from our members. If it comes, we can provide a growth not only in our membership, but in the respect and confidence of the whole business community. If our membership decreases instead of increases, then that result leads to the organization, its organization, its by-laws and its officers, will feel that if by any means, these few will at any rate maintain

Monday, October 1, 1897. Called pursuant to order from President O'Meala, meeting called to order by President O'Meala, who stated the first order of business was to organize.

Roll call showed the following to be present: Messrs. O'Meala, Seabrook, Ryan, Pratt, Carroll, Clark.

Upon motion, Mr. J. F. O'Meala was elected President and Mr. J. Keillan Carroll was elected secretary.

Chairman appointed Mr. Al Ryan as assistant treasurer.

Minutes of meeting July 21 read for the information of committee.

intention, and asking for a prompt settlement of the same; also, having directed the secretary to call the Western Arbitration Committee together to take action upon the complaint made against the T. A. Bolder Furniture Co., and to try and settle it on the basis of such report.

Upon next day, it was agreed to take up each matter separately after passing through the order of business.

Secretary Currey reported the following receipts:

Received from J. A. Carson, treasurer, Lebanon, \$65.50; modified from members, \$70.00; total, \$135.50.

There is still due the association as follows:

Due by members for dues, \$25.00; due by state associations, \$211.00; total, \$136.00.

RESIDENTIAL WORKERS.

K. T. Hoveka & Son, \$21; J. H. Brovok, \$1.50; Eds & Hovak, \$1.50; Hickey Adv. Services, \$12; Ramsey & Co., \$10; M. F. McDaniel, \$25; G. Robinson, \$25; Assoc. B. F. Co., Philadelphia, \$15; H. H. Traver, \$1; McQuigg, \$12; Mrs. J. McLaughlin, \$2.50; W. T. Rankin, \$12; D. G. Naves, \$2; W. S. Burton & Co., \$10; C. Harms, \$12; New River, \$10; J. C. Southern B. F. Co., \$17; B. W. Walker & Co., \$20; Watson & Price, \$27; F. Keith, \$2.50; Ewer & Long, \$25; H. S. Yacklin, \$2.50; Erie B. F. Co., \$2; J. T. Jones Adv. Co., \$2; W. S. Tucker, \$10; Chatham R. F. & D. Co., \$1; T. J. Marsh, \$17; City R. F. Co., Newark, \$12; B. G. Spading, \$2; W. H. Ewing, \$2; Wood Street R. F. Co., \$2; Fournes & Tomlinson, \$2; J. B. McCallum, \$2; J. O. Bonerock, \$2; F. B. O'Brien, \$2.50; J. H. Henscher, \$2.50; Overport Mason R. Co., \$2; A. G. J. Frost, \$1.50; S. B. Patterson, \$1.50; S. H. Bode, \$20; Hamilton B. F. Co., \$2.50; Amer. R. F. Co., Allegheny, \$10; M. J. Donley, \$2; Amer. R. F. Co., Chicago, \$20; Amer. R. F. Co., Pittsburgh, \$10; Amer. R. F. Co., Brooklyn, \$20; Erie Adv. Co., \$20; Memphis R. F. Co., Inc. R. Junction, \$2.50; J. F. Watt, \$2; Wilmington R. F. Co., Erie, \$2; Keller, \$2; Erie, \$2; G. G. \$2.50; Amer. R. F. Co., Etowah, \$1.50; Amer. R. F. Co., Oak Park, \$2.50.

Delinquent State Associations: Illinois, \$2.50; Indiana, \$1.50; Ohio, \$1.50; New York, \$2; Pennsylvania, \$2; Montana, \$2.75; Rocky Mountain, \$1.25.

Also having notified the Western Arbitration Committee to meet and take action upon the T. A. Bolder Furniture Co. in compliance with instructions from President O. Mear; also, of having written J. H. Hoveka, treasurer, T. A. Bolder Furniture State Association, in regard to the non-payment of their per capita tax in conformity to a resolution adopted by the Executive Committee last month, and of having sent out a complaint circular in the matter of the Bolder Furniture Co.

MEMBERSHIP FOR MEMBERS.

The following applications were read: Berkenstock R. F. Co., Berkenstock, N. J.; E. W. Evans, Havana, Tenn.; City R. F. Co., Chicago, Ill.; Easonville & F. Co., Easonville, Ind.; S. M. Seneck, Okemuncie, Wis.; P. W. Riley, Marlboro, Mass.; H. E. Brown, Pottsville, Pa.; Waterbury City R. F. Co., Waterbury, Conn.

The application of Owen & Varney was taken from the table, and after a

lengthy discussion and reading of several communications in the matter as to who was the reliable firm to accept, it was unanimously decided to grant the application of Owen & Varney, San Francisco, Cal.

The application of W. Carroll, Chelsea, Mass., was also taken from the table, and all of the circumstances read, showing his desire was to become a member from Chelsea, Mass., only. It was also agreed to grant the application.

The application of Labor Bros. of California's, was also taken from the table, and all correspondence was read, showing they have never been or applied for membership in any other association. It was also agreed to prevent their application.

The discussion devoted a half hour being taken, and declared all the above named stated as members of this association.

Applications were received from W. H. Donohue, Cincinnati, O., and Sam W. Haker, New York, and read, asking for appointments as official representatives of this association. Upon a motion, same was laid over until next meeting business.

NEW BUSINESS.

Motion made and adopted that the name of Board, Gilman & Shaughey, New York city, and J. G. Zimmerman, Chicago, Ill., be changed into the title of representative solicitors.

The following resolution was offered and adopted:

Resolved, That it be the thought of the Executive Committee that the best interest of this association be advanced by selecting the following representatives, as past experience has shown that there is every likelihood that a couple of notices will only tend to provoke a civil commotion among the membership.

Upon motion made and adopted that all members who are in arrears to the association for more than one year's dues be suspended. The following came under this clause:

E. C. Hayes & Son, Assoc. R. F. Co., Philadelphia, Mrs. J. McQuigg, W. T. Rankin, D. G. Naves, C. A. Harro, Southern B. F. Co., Wadon & Price, M. J. Donley, Amer. R. F. Co., Pittsburgh, Price Adv. Co., C. L. McGee, W. S. Tucker, Amer. R. F. Co., Allegheny, City R. F. Co., Newark, Amer. R. F. Co., Brooklyn, and upon motion suspended until such time.

RESERVED SEAT.

Called by Chairman O'Meara. Roll call showed some present: Moses O'Meara, Pres., Southbrook, Ind., Erie, Conn. Applications made from Iowa State Association, signed by state members, as follows: A. B. Solo, president, John DeWane, vice-president, J. G. Spurr, secretary, James Coffey, treasurer, W. F. Damm, J. White, M. W. Wagner and A. A. Blood, asking for a charter for their State Association. Upon motion, same was granted, and the secretary directed to issue upon the payment of the fee as prescribed by our constitution and by-law. Application of W. H. Donohue, per. was granted, and the secretary directed to issue, relative to it, in relation to the fact that several complaints have been made against him for asking for cat rates, much less than the schedule adopted by the associa-

tion. That all members of this association be notified not to make a contract for B. O. paper until further notice, and all members who are making new printing are permitted to carry out the contract on condition that they immediately notify the secretary as in the English form contained in order that same may be placed on file.

Resolved, That on and after this date any member of this association who takes work from any customer after notification from the secretary of the association that said firm is to be deleted from the use of members' heads on account of said firm giving business in opposition to bill position, will have their names forthwith stricken from the roll.

Resolved, That any member of this association who accept work at less than the schedule prices, or give commissions or rebates in some allowance, or any commission of any kind or nature, to any except the authorized members or solicitors of this association, be immediately expelled.

Resolved, That the chairman appoint a committee to hire the association newspaper.

The chairman appointed Messrs. Coak, Pratt, Dubrofsky and O'Meara.

Resolved, That the secretary be instructed to write the editor of the *Bill Poster*, paying his attention to the resolution offered by himself at the July meeting of the committee, as follows:

Mr. Editor: That it is the thought of the *Bill Poster* make a monthly statement to the treasurer, C. F. Ryan, of all collections on account of the *Bill Poster*, and send check for amount of collections, on the current expense, and render the same by the 15th of each month.

That it be laid to comply with the above condition, that he be hereby so specifically notified that a confirmed refusal on his part, or failure to comply, will result in the Executive Committee ordering a discontinuation of the paper.

It was further proposed, and voted for a disputation in accordance with the resolution adopted at Atlantic City meeting August 20, 1902.

In the matter of the Indiana State Association, letters were read from two executives, Central and Delmar. After considerable discussion the following was adopted:

Resolved, That in view of the fact of the former secretary of the Indiana State Association having defaulted, as per correspondence with the present secretary and treasurer, same members to the amount they claim had been paid, \$25, if paid within three months, and the payment of the same carries with it the recognition of the Indiana State Association.

It was the desire of the complaint of the Memphis Bill Printing Co., letters were read from all members concerned in the matter, and same was laid over until the next meeting.

It was adopted that the incidental expense of this meeting be paid by the treasurer.

Bills from A. Dett, \$25, and J. F. O'Meara, \$25, were ordered paid.

It was adopted that the secretary write the editor of the *Bill Poster* to the fact that several complaints have been made against him for asking for cat rates, much less than the schedule adopted by the associa-

tion, and to cease doing this and to send an answer to this communication, or he will be cited before this committee at the next meeting, December 20.

Upon motion, of record, read November 20.

J. BALLARD CARROLL, Secretary.

OFFICIAL ORDER NO. 1.

Dear Sir:—Per instructions of the President of the Association and in conformity with a resolution passed at its regular meeting, you are respectfully notified that Mr. John Hammond, of Chicago, and Messrs. Gilman & Shaughey, of New York, as an associate managing members of this association, and we are notified to commence on any business which they may send to your firm.

You are further notified that the application of Mr. Wm. H. Donohue, of Cincinnati, was withdrawn, and that of Mr. Sam W. Haker, of New York, refused and you are not to allow these committees on any business that they may send you.

You are also notified that, as the *Bill Poster* Company is making contracts with non-members, and that some of its bona fide members are not to handle their business until further notice. If you have already made a contract with them, notify the secretary here on, to the length of time of same, and a disposition will be granted for the carrying out of the contract only.

J. BALLARD CARROLL, Secretary.

[ADVERTISEMENTS]

BOSSER MEET, BOSSER EAT.
Then Jump On Member With Both Feet.

[Illustrated by our Special Artist.]
The Executive Committee of the Associated Association of Billposters met on New York October 4, and had a rather noisy meeting, if reports are to be believed.

Only one member of the committee was present, Mr. Leonard having been unceremoniously detained at the last meeting.

And the New York City members "didn't do a thing" to Bill, because Al Ryan, from the local New York Printing Association, the *Bill Posters* did not attend, if they could see.

Thank of the Memphis Bill Printing Co. asking the association to stop the *Bill Poster* from mentioning an resolution passed at the Memphis O. O. on the matter was "laid over."

Gilman & Shaughey and J. G. Hammond were dropped from the rolls as refusing payment, the *Bill Posters* did not attend upon any of those they had not upon any of Bill Posters' bills, and the other because he lives in Mr. Campbell's house.

Sam Hako and W. H. Donohue were turned down the wall, and members give orders somewhat as one hot committee should be permitted to accept bills. In future from any of those they had not upon any of those they were dropped from membership for non-payment of dues, among them being the American Bill Printing Co., Philadel-



The Power of Organization.

To the thoughtful reader it would seem that the march of civilization emphasizes one very important fact, namely: That as the human race advances toward the higher stages of civilized life the individual members, which we collectively call mankind, become all-variant and are more dependent one upon the other. Remaining farther along these lines, we will find that civilization, which really means the permanent adoption of a steadily made of habits, traditions, customs and impulses marked at the right moment of a few selected rights. As a consequence, man has one up to the other for support.

The foregoing assertion is a brief condensation of philosophical facts. They prove beyond doubt that if the individual rights of any class of men are to be protected, organization is indispensable.

Advertising distributors have in the past few years been lifted from friends, or secondary middlemen, to the high position of representative business men. Of course, this position so occupied by distributors has already been attributed to the great reason that the advertisers in general are being in regard to outdoor publicity. But it has been left to an organization known as the International Association of Distributors at all this particular branch of outdoor publicity upon a higher plane than ever obtained before. Among the many things which this association has done so far being together into an organization a body of men whose character and honest methods have been suitably approved at the hands of the general advertiser in the International Association of Distributors is asserting in a power for good. The conviction that was held in July 1906 together as this a body of business men as ever remained. The presence of the representatives of several advertisers already demonstrating the fact that the advertiser in general are watching it and its methods. Thus, it behooves every member to handle himself so that the business year may be one of great benefit to the man. But as that still is there as higher position to which we may aspire than to simply handle ourselves, and are only waiting for the touch of Stedehly's hand, or an encouraging word, ready to launch out and take hold of the possibilities and opportunities of making for themselves an honest livelihood as distributors and promoters of outdoor publicity all over this broad land!

Members of the I. A. D. herein find an earnest power of organization all the way in the glowing fire of historical literature.

Read. Let us see and all, looking as it was the key which will unlock the frontiers of one of the highest ideals of a business enterprise, seek to strengthen our ranks with the adroit and best of our men.

EDV. R. BRIDGER.

Western Press Agent,
Atlanta, Ga., Oct. 4, 1906.

The International Association of Distributors is now a successful organization—an accomplished fact. Its members have succeeded in establishing themselves and their associations on a firm basis. They have won the appreciation and confidence of advertisers, and they are now beginning to reap the reward of their efforts.

Last month they made the first payment under their famous guaranteed service act. Mr. Langhorne, of Crystal Creek, while a member of the organization, refunded for service which he felt not to be. The Dr. Miller Medical Co. of Elbert, Ind., was his friend. They made claim for the amount of their loss, and that same with the secretary, Mr. H. H. Galtman.

The matter was promptly sent by the Executive Committee, the loss properly approved and the claim approved. It was paid immediately and in full.

And now comes the happy termination of the incident. The Dr. Miller Medical Co., through its vice-president, Mr. C. C. Rowley, accepted the reimbursement for their loss, but in the following grateful letter to the secretary showed a like attitude on the "Association":

Elbert, Ind., October 3, 1906.
W. R. McMillan, Secretary-Treasurer, Chicago, Ill.

Dear Sir:—We have written to you with much anxiety the effect of your position in this business of distributing medicine and other goods. It is a very profitable business and it is a very important one. It is a business that is growing rapidly and it is a business that is becoming more and more important every day. It is a business that is becoming more and more important every day. It is a business that is becoming more and more important every day.

In evidence of our appreciation of your efforts to promote honest distribution, we enclose you herewith two New York checks for twenty-eight dollars and eighty-five cents (28.85), such as commissions which we ask you to accept and deposit in the distribution of the good means to which you are engaged.

In explanation of the seemingly "odd" figure, we beg to say that it is the exact amount as detailed to us by an experienced commission man in payment of his invoice through the intermediary (your firm) direct from one of our members.

With best wishes for your success, believe me,
Yours very truly,
DR. MILLER MEDICAL CO.
H. G. BRADSHAW, Vice-President.

The Christmas issue of THE BILLBOARD will be the finest special number we have ever issued. Open orders at least three class November 1st.

W. H. Cox, general secretary of the I. A. D., reports business good. His new letter head gives the names of all the leading advertising firms in the United States as patrons. Cox does all the editorial work at Fort Worth, Ind.

Gen. W. Venable made a trip to Chicago recently. You got what he went after—money on more gold.

THE BILLBOARD has the largest circulation of all the advertising papers.

Here are a few extracts from letters that officers of the I. A. D. are receiving almost daily: "I have placed orders with your Western and Atlantic, Wis., members, and before many months go by will have a good big list of I. A. D. members. W. H. D. says that all the boys are inclined to pay the Dr. Miller claim, that is one reason I am going to increase the preference. I always feel led to place my order in their hands. H. T. Hayes, General Manager Ad. The Dr. Chase Co."

"Thanks for sending us the list of distributors, so we looked up places now work with considerable profitable connections in all cases where we can. L. E. Plankton Co., per Hunt."

"Several of your members lost my work by not covering my letters promptly; most of them are terrible slow. H. T. Hayes, General Manager Ad. The Dr. Chase Co., Philadelphia, Pa."

Why members do not answer letters promptly from a possible customer is what I don't understand. You certainly don't expect traveling agents to stop in one town until it pleases your royal highness to arrive. There are other distributors, you know, and if you want to make a success you must attend to business. Don't get it into your head that all there is to it to join the I. A. D. and work with some fine people. It won't; you have to get up and work. We need and guarantee your service and help you wherever we can, when we have done that, our only as officers to come. I hope all such complaints will ever be heard again.

J. T. Brinson, of Pittsburg, Pa., has returned from a successful business trip to Detroit, Mich., Toledo and Cleveland, Ohio, and Buffalo, N. Y.

The edition of the Christmas Billboard will be 12,000 copies.

Use every man with whom you have business in a gentleman will be present otherwise there have nothing further to do with him.

The following matter has recently been distributed in Cincinnati: Merrill, Soule Co., "Seven South Main St.," Atlanta; Dr. Kline Co., broker, Howard Doug and Medical Co., contact, Lytle Plankton Medical Co., booker, Dr. Chase Co., booker, Carr, secretary, Wells & Richardson, booker, A. C. Taylor & Co., printer, commission, Emerson Doug Co., commission book. Several best books are being worked through the D. T. Co. message book? service. Enough said.

Good News for Kentucky.

Attorney Alexander Young and W. R. Corbett, the retired bill poster, are making arrangements for a gold mining expedition to Kentucky in the spring. They are working upon a scheme which contemplates the mining of the bed of the Yuka river. It is their belief that the bed of that great stream would furnish a more prolific source of gold than any yet discovered in the land of our old country. They will not attempt to dig as above up the bottom of the river, as many have previously tried, but will dig above it through and systematic manner.

Their scheme contemplates the construction of a boat equipped with a crane, moored after those used in sailing back rock for the foundation of bridge piers. On the assumption that the fine gold lies hidden at the bottom of the river in the crevice of the bed rock, the men will be out in great conditioned forewells. It is estimated that millions of dollars could be cleared up in that manner of mining during the summer months. When water comes the party could pull out the boats and dig for gold. It is in possession with a petty fortune of \$200,000,000 on hand.

Mr. Young is of the opinion that the scheme would be the only profitable one for mining in the bed of the Yuka river. All other schemes which take in the dredging of the river he considers impracticable.

Shovel boats and sand pumps will not hit the spot," said Mr. Young in a statement. "In the first place, a dredge boat will not work bad rock, when the gold is always found in the very quiet places. A good pump which rocks up rocks will be of no more use than the dredge to get at the gold which sank in at the bottom of the Yuka. It is necessary that it be placed asymmetrically with the channel in the diggings. The claim which we contemplate using will cover about fifteen square feet.

Some of the mines already worked on claim at \$25,000 has been taken out of a shaft about 15 feet deep. On the theory that the bed of the Yuka is more or less level, the diggings made, we would clear about \$500,000 every time that the claim was sunk in the bed rock.

"When it is considered that the cost of the shafts employed in the Yuka contains more or less placer ore, it is very reasonable to suppose that the dives, into which all these rocks were sunk, show an awful golden legend. For centuries the gold mining has been paying their golden store into the river, and the big stream in fact has no doubt sent millions and millions of ounces into the ocean."—St. Louis Herald.

THE BILLBOARD has more paid-up subscribers among fine managers than of other papers combined.

Advertiser in the Christmas edition of THE BILLBOARD.

THE BILLBOARD has more paid-up subscribers among fine distributors than all papers combined.

THE BILLBOARD has more paid-up subscribers among fine printers than all other papers combined.

LIST OF FAIRS, 1897

This list is published corrected... It contains an accurate statement of the fairs to be held during the season... It is published for the benefit of the public...

ALABAMA

Alabama Cattle and Horse Fair Nov 10 to 15

ARKANSAS

Arkansas State Fair Nov 10 to 15

CALIFORNIA

California State Fair Nov 10 to 15

FLORIDA

Florida State Fair Nov 10 to 15

GEORGIA

Georgia State Fair Nov 10 to 15

IDAHO

Idaho State Fair Nov 10 to 15

ILLINOIS

Illinois State Fair Nov 10 to 15

KENTUCKY

Kentucky State Fair Nov 10 to 15

MARYLAND

Maryland State Fair Nov 10 to 15

MINNESOTA

Minnesota State Fair Nov 10 to 15

MISSOURI

Missouri State Fair Nov 10 to 15

MONTANA

Montana State Fair Nov 10 to 15

NEW MEXICO

New Mexico State Fair Nov 10 to 15

NEW YORK

New York State Fair Nov 10 to 15

NORTH CAROLINA

North Carolina State Fair Nov 10 to 15

PENNSYLVANIA

Pennsylvania State Fair Nov 10 to 15

SOUTH CAROLINA

South Carolina State Fair Nov 10 to 15

TEXAS

Texas State Fair Nov 10 to 15

VIRGINIA

Virginia State Fair Nov 10 to 15

Races.

Richmond Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Expositions.

Washington, D.C. Oct 10 to 11... Philadelphia Oct 10 to 11...

Poultry Shows.

Atlanta, Ga. Nov 10 to 15... New York Nov 10 to 15... Philadelphia Nov 10 to 15...

Miscellaneous.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

CONVENTIONS

This list contains a full list of the conventions to be held during the season... It is published for the benefit of the public...

Business Meetings.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Amateur Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Public Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

International Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

State Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

County Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

City Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Neighborhood Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Local Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Special Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

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Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Amateur Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Public Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

International Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

State Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

County Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

City Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Neighborhood Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Local Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Special Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Specialty Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Dog Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Dog Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Dog Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Dog Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Dog Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

Horse Shows.

Washington Oct 10 to 11... Baltimore Oct 10 to 11... Philadelphia Oct 10 to 11... New York Oct 10 to 11...

OUR NEW CHRISTMAS POSTERS FOR RETAIL MERCHANTS ARE NOW READY.

We are a little bit late with them this year. The delay could not be avoided. We have been so busy with Theatrical, Fair, Poultry Show and Bench Show Posters, that we could not take up our Holiday Posters until fully two months later than usual. But, though belated, they are beauties. They will sell on sight. **SAMPLES FREE TO BILL POSTERS.** Write for them now. Almost any merchant will advertise for the Holiday Trade. Now is the time to get them started on the boards.

The Donaldson Litho. Co., CINCINNATI, O.

Jointed Magnetic Hammers

Just the thing for Card Tacks.



The hammer is a true magnet which will carry your card or leaf to magnetic surface. The principal benefit and advantage that accrues to the user, which holds the card or leaf tight, will allow you to get your work up high, always above the reach of other kinds of hammers.

DESIGNED BY
DR. J. H. HILLMAN, M.D.
SAVES CLIMBING
SAVES WORK.

Handles you to give your
frames desirable symmetrical
work.

PRICES:

16-in. handle, 3 sections, \$1.00
18-in. handle, 4 sections, \$1.25

DONALDSON LITHO CO. Sole Agents,
CINCINNATI.

SAVE BUY THROUGH THESE, SEND NOT C.O.D.

Bill Posters' Paste Brushes.

This brush is manufactured especially for use and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

2 inch, \$2.25 each.
4 inch, 3.75 each.
6 inch, 5.00 each.



This is now called

"UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

2 inch, \$4.25 each.
4 inch, 5.00 each.
6 inch, 6.75 each.

SEND YOUR ORDERS TO
The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles

Made Expressly For

**Traveling
Advertising
Agents.**

Will fit inside of a bill
trunk. Great convenience.
**HANDY, DURABLE,
STRONG, RIGID.**

PRICES:

7 feet, 2 sections, - \$1.25
10 1/2 feet, 3 sections, - \$1.75

**Donaldson Litho. Co.,
CINCINNATI.**

Excell with order. None sent C.O.D.

ESTABLISHED 1850.
The WAUKESHA Bill Posting Co.
 Distributors and General Advertisers.

CHAS. G. MEYER, MGR.

Post, Distribute, Take, or do any kind of Out-Door
 Advertising anywhere in Waukesha County.

Room 1, 525 Main Street,
 P. O. Box 505, **WAUKESHA, WIS.**

WANTED, TO BUY

Bill Posting Plant in a town of
 25,000 to 50,000 inhabitants.

Address, F. J. McCLURE,
 323 Trumbull St., Detroit, Mich.

Owego, N. Y. F. E. Munro,
 Licensed Advertiser, Distributor and Sign
 Painter.

Wilmington, North Carolina,
 Times, 7 Day & N. 217 Postage and Distribution

HILLSBORO, TEXAS.
 Phillips Bros. City Bill Posters and Distributors

Kansas City, Mo. send bar
 Combined population grows. Place
 phone lines in all. Send the matter to the
 MIDLAND ADVERTISING CO. (Incorporated
 L. A. of D.), Post Office, Manager, 175
 Grand Ave., Kansas City, Mo.

OREGON SIGN CO.
 Bill Posters, Distributors and Sign Painters
 100 1/2 Main St., Oregon City, Oregon.

**The W. D. Husted
 Advertising Co.**
 Bill Posters.

Distributors, Bill Posters, Signs Printing,
 and

Out-door Advertising of every description
 609 1/2 W. Main Street,
MANSFIELD, OHIO CO., PA.

**ATTENTION
 BILL POSTERS.**

We Are Sending Out: 3-SHEETS AND 4-SHEETS.
 Advertising our Davy Crockett Cigar. We want to hear from bill posters,
 especially in the small towns. Send us your best rates for thirty days,
 guaranteed and protected service, (no lists—our traveling men inspect
 our work,) and amount of paper you can handle to advantage. We pay
 cash, and we pay promptly. Address:

HAAS BROS.,
 215 RACE STREET, CINCINNATI.

The Bill Poster

The English counterpart of THE
 BILLBOARD, Subscription 50 cents
 per year, post free, may be sent to
 per Roy Highley St., Cincinnati, O.

ONE OF MANY

UNSOLICITED LETTERS
 RECEIVED BY—

Steinbrenner's Distributing Service.

Would Like
 Co Do Your
 Distributing.

M. R. STEINBRENNER, 144 Madison St., Chicago, Ill. V. 1, the other with this.
 From the 100,000 letters of advertising matter, which
 you probably made for us in your city, we would say that we highly
 credit you for the results. Reports from all districts show that the
 work was well distributed and well done. All who had orders are listed on
 the enclosed list of names, many of whom have increased their orders
 and are doing the work in their own cities. About 100,000 letters in
 all the advertising matter. We should like your attention to the
 following: your service is so satisfactory, it would be well to
 consider this as your first order and to give the bill to your
 agent in your city. We will be glad to hear from you.
 M. R. STEINBRENNER, 144 Madison St., Chicago, Ill.

W. H. STEINBRENNER, Manager,
 Room 402, Lincoln Bldg. Court,
 No. 319 ARDEN STREET. **CINCINNATI, O.**

HOWARD N. HOLSHOUSER,
 City Bill Poster and Advertising Agent.

I Control All Bill Boards in Town,
 And Guarantee Best Work. **COVINGTON, TENN.**

WASHINGTON, D. C. POPULATION, 225,000.
 Sampling, Distributing, Sign Tacking,
 WORK GUARANTEED.....
 TRIAL ORDER SOLICITED.

Wright's Distributing Service,
 GEO. WRIGHT, Manager. 432 10th STREET, N. W.

ORIEN L. ROARK, Greenville, Ky. BILL POSTER AND
 DISTRIBUTOR,
 Prompt and Honest Service. Low Rates.
 Correspondence Solicited. L. A. W. No. 19,227

**WE OWN OR CONTROL ALL
 BOARDS AND POSTING
 PRIVILEGES IN
 MANSFIELD.**

The leading town in the "Northern
 Tier," over 6,000 square feet of boards.
 Also have boards and posting privi-
 leges in every town in the county.



**"ECONOMY
 IS THE ROAD TO WEALTH."**

If there ever was a time when the good edge
 was true, it has long since passed away. Cris-
 pley it is not true in these hardening
 days. One cannot make money by saving it—
 one must.
 The only way that the business man can make
 money by spending is by spending it wisely.
 There is no other way of saving money in
 today's world. Spending money to do what is
 making money. Our Paper Plates will make
 more and better money to you than any other
 thing you can do for money.
THEY ARE MONEY MAKERS.

J. H. DAY & CO. 144 S. HARRISON AVE.
 CINCINNATI, O.

Bill Posters:

If you have not received our samples of Pictorial Posters, write for same at once, and we will forward same Free of Charge. You can sell them to your merchants and make a commission. Every bill poster should keep our catalogue in his office, it gives prices on all kinds and sizes of posters.



Hennegan & Co.,



Poster...

Printers.

*719-721 Sycamore Street,
Cincinnati, Ohio.*

Excelsior! Excelsior!

YOU ARE LOOKING FOR THIS.



QUAKER CITY, No. 10. 9-inch.
\$2.50 Each. \$24.00 per dozen.

Also the No. 19, 9-inch Extra Extra, made VERY
full and especially adapted to Circus work.
\$2.75 each. \$33.00 per dozen.

Give us a trial order, and you will use no other,
Sent C. O. D. to all parts.

The most satisfactory Bill Posters' Paste Brush
on the market.

Made only of PURE RUSSIAN BRISTLES,
therefore WILL hold the most paste. Ask the lead-
ing Bill Posters of the United States and Canada as to
the wearing qualities.



EXCELSIOR No. 30. Extra 9-inch.
\$3.00 Each. \$36.00 per dozen.

ELDER & JENKS, Makers, 127 North Fifth St., PHILADELPHIA, U. S. A.

Sole Western Agents, THE DONALDSON LITHO. CO., Cincinnati, Ohio.

FIVE STANDS POSTED IN MARBLEHEAD

WHICH CREATE AN INTEREST
IN THE CITY OF MARBLEHEAD
AS THEY WILL BE
ERECTED IN A LARGE
USE.

NOON BILL POSTING CO.,
MARBLEHEAD, MASS.

Peru, Ind. Chas. W. Stateeman
Lansing City Bill Poster and Distributor.

Allen's Press Clipping Bureau
Office, Room 344-4, 4th Broadway at
the Princeton, Union Block, Portland, Ore. - no
other than direct, San Francisco, Cal. San Francisco
and finally every publication printed on the
Pacific coast from Alaska to Mexico. 127

LORAIN, O. P. J. SMITH,
Bill Poster and Distributor. 2125 2d St. S.E.

CITY BILL POSTING CO.,
HARVEY E. RUSSELL, Manager,
NORWALK, CONN.

Nashville, British Col. Pop. 7,000.
Bill Poster and Distributor. 2125 2d St. S.E.

C. F. Bangasser & Co.

CITY BILL POSTERS AND
DISTRIBUTORS, 117
High Street and High Street, One of Bill
Posters in the country. P. O. Box 21
WOMANVILLE, OREGON.

Oakland, Cal.
Bill Poster and Distributor. 2125 2d St. S.E.

TRENTON, New Jersey
The Trenton Bill Posting Co.

Over all Billboards in the city and adjacent
territories. - Expresses the value of all
Bill Posting and Distributing.
Wm. A. WILKINSON, Manager.

Kansas City, Mo. Pop. 300,000.

Western Advertising Co., Joseph Hill, Bill
Poster and Distributor. 2125 2d St. S.E.
Bill Posting and Distributing Co.,
Bill Poster and Distributor.

**THE MANHATTAN
PRESS-CLIPPING BUREAU.**

ARTHUR CASNET, Manager,
Knickerbocker Building,
No. 4 West 14th St., New York.
Supplies press clippings for Trade Jour-
nals, and all subjects. Best Selection.
Hos. CHAUNCEY M. HENRY
in use of regular patrons.
Hos. CALVIN S. TRICE.
You have the best facilities of any-
one in the field in your business.

STERETT Show Printing Co.
San Francisco, Cal.

Tucson, Ariz. 2,000 P. of boards
to be made. Dec. 15, 1900.

L. A. DANIELS,
City Bill Poster and Distributor,
SANTA CRUZ, CAL.

POPULATION 8,000.
Member International Bill Posters Association
of United States and Canada.

MANNING, S. C.

Pop. 1,200. Only ad agency, leading
Bill Poster and Distributor. P. O.
Box 100.

Wauken, Ia. Wm. S. Hart & Co.
Bill Poster and Distributor.

Fort Wayne City Bill Posting Co.

Trademark and City Bill Poster. Only
agency and advertising agency. Work
promptly and promptly delivered.
Bill Poster and Distributor. P. O.
Box 100.

FAYETTEVILLE, N. C.
Bill Poster and Distributor. P. O.
Box 100.

Jackson, Ok. C. A. Henderson & Co.
Bill Poster and Distributor. P. O.
Box 100.

MILFORD, MASS. Pop. 9,000.
Bill Poster and Distributor. P. O.
Box 100.

Press Clippings

Proposed scenes, falls, earthquakes,
etc. Other lines of news from the
strangeness of the country. Good for
postcards.

N. E. Newspaper Bureau,

149 Franklin St., Boston.

Aurora, Ill. R. MARVIN,
Bill Poster and Distributor. Chicago, Ill.
P. O. Box 100.

STAVANGER, MINN.

City Bill, Bill Poster and Distributor, 2125 2d St. S.E.

MEMPHIS, TENN.
Bill Poster and Distributor. P. O.
Box 100.

Scranton, Pa. 554 Deacon,
Bill Poster and Distributor. P. O.
Box 100.

LINA, OHIO. Pop. 20,000.
Bill Poster and Distributor. P. O.
Box 100.

**Southern Press
Clipping Bureau,
Atlanta, Ga.**

Newspaper Press Clippings for
Trade Papers, Manufacturers and
Advertisers. Also list of names for
circulating.

Butte, Mont. W. E. Knudrick,
Bill Poster and Distributor. P. O. Box
100.

KIDGINSVILLE, MO. Pop. 1,000.
The Great City of Bill Posters.

RIGG BROS.,

The only licensed BILL POSTERS in the city
and adjacent territories. Work promptly and
accurately. Bill Poster and Distributor. P. O.
Box 100.

Blaney, Wm. E., Export Ad Writer,
Blaney, Blaney & Co., Boston, Mass.

THEATRICAL AND CITY BILL POSTERS,
Distributing and Advertising Agency.
Work promptly and accurately.
C. E. WOODMAN, Manager. 100 N. 10th St.,
DALLAS, TEXAS.

Santa Fe, N. M. A. M. Gittelbach,
Bill Poster and Distributor. P. O.
Box 100.

VIRGINIA.

KOS. H. GOLDSMITH.

GOLDSMITH BROS.

JAKE GOLDSMITH.

**OPERA HOUSE MANAGERS AND CITY BILL POSTERS.
FREDERICKSBURG, VIRGINIA.**

Best Books, Best Stock, Best Location, and most important of all, Best of References.

Population 4,000. Drawing Population 8,000.

Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

BUBBPOSTS BILLS AND DISTRIBUTORS
CIRCULARS BY
WILLIAMSPORT, PENN'AFull Colored Glass,
Heavy Brass
Steel ShaftsPlating (Curtis and
Troy) for sale.Lith Stone Engraving,
Cure and Photo Engraving,
Engraving Glass**OGDEN & CO.****Automatic Slot Machines,** Success, Star, Circle,
Mascot, Casino, Etc.

New Designs Every Month. Largest Factory in U. S.

Reference: Chicago Business
at Leland Avenue.

105 Clark Street, CHICAGO, ILL.

The Christmas Billboard, 1897.During the year the **THE BILLBOARD** will issue but one special number. This will be the **Christmas Billboard**, containing 20 pages, lithographically printed and will have a circulation of 100,000 copies. It will appear at the end of the year. The advertising rates will be as usual per square line, with no per cent added for special quantities.**LARGER ADVERTISEMENTS.**Whole page \$2000
Half page 7500
Quarter page 4500
Eighth page 2500**LITHOGRAPHED PAGES.**Page 2 of Cover, in 4 columns \$10000
Page 3 of Cover, in 2 columns 40000
Page 4 of Cover, in 2 columns 30000
Single page outside, in 4 columns 20000

No insertion will be made from these prices, and no discounts of any kind. Copy for advertisement in lithographed matter made ready to set and press class 100 cc. Last time shown 100 cc. Size of 1000 pages, 10x10.

JOHN T. WILLIAMS

Manager Northwest Bill Posting and Advertising Co.,

**346 MORRISON STREET,
PORTLAND, OREGON.**

Member L. A. D. and P. C. B. P. A.

Population 90,000.

1897

Established 1868.

THE LEADING SHOW PRINTERS
(LITHOGRAPHIC OR BLOCK)
IN THE UNITED STATES USE

AULT & WIBORG'S
POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG"
CHICAGO
NEW YORK

JOHN L. MARSH
VANCOUVER, WASH.Largest Theatrical and Commercial Bill Poster,
Card Tacking and Sign Posting a Specialty.
All Work Guaranteed. Population, 2,000.Meridian, Minn., Pop. 15,000
L. J. Walker, 1075 10th street and districtBill Posting, Sign Tacking and
Order Distributing, done satisfactorily
or Money Refunded. Write for Terms.**A. J. BLACK, Summitville, Ind.****R. W. STORRS,**

De French Springs, Wis.

Can cover all work in any county of Wis.
month in any season desired.**ACCOUNTANTS.**A monthly magazine devoted to
Accounting as the vital ele-
ment of business. It contains
the leading papers and debates
of all the Accountant's Asso-
ciations, together with original
inquiries and investigations.
The most eminent accountants
are contributors.**SCIENCE OF ACCOUNTS.****ART OF BOOK-KEEPING.**ACCOUNTANTS' SYSTEMS
taught in higher accounting and
book-keeping practice; contains
Independent Reviews and Criti-
cisms of books on accounting
and Economic topics, fully
illustrated; carefully printed;
edited by A. O. KITTREDGE.
Subscription One Dollar a year.Accountant's Association,
WOOL EXCHANGE, NEW YORK.**PAULDING, OHIO.**
P. W. French, Distributor. Work guaranteed.**EARLISE, IND.**
Earlisse Co., E. J. Collins, Distributor.**WANTED, AGENTS,** to sell our elegant**ADVERTISING CALENDARS**

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

SETTER BROS. & CO. COLLINS CENTER, NEW YORK.

We sell 0000

ENGRAVING BLOCKS

Cheaper than any other firm on earth. By 0000 Engraving Blocks we mean blocks that are in every way strictly high-grade and first-class in every respect. We have sold over 100,000 of these blocks in the past five years, and our trade is increasing at such a rate that we expect to sell as many more in the next twelve months. That is the best testimonial we can offer of the quality of our blocks.

Plain, Cherry and Rosewood
**RULE.
REGLET.**

Type Stock Material for Small
Wood Cut Work.

BLACK BOARDS,
LITHOGRAPH BOARDS,
AND PASTE BOARDS

LUMBER.

DON'T FORGET THE ADDRESS;

SETTER BROS. & Co. COLLINS CENTER, NEW YORK.



Delaware, O. G. D. McGuire,
City Bell Printer and Engraver.

ESTABLISHED 1870.

CHARLES W. YORK,

Bill Poster and
Advertiser.

HAVERHILL, MASS.

I make a specialty of identifying
References if supplied. 200

Putnam, N. Y. 24 Mechanic St.
W. F. Sawyer, The Banner Star and
Bill Poster and Engraver.

THE SPIRITUALISTIC SENSATION!



THE SPIRITUALISTIC SENSATION!
The most wonderful and mysterious power
of the human mind is the power of
communication with the spirits of the
departed. This power is the basis of
the Spiritualistic Sensation, and is
the most wonderful and mysterious
power of the human mind. It is the
power of communication with the
spirits of the departed, and is the
basis of the Spiritualistic Sensation.
It is the most wonderful and
mysterious power of the human
mind, and is the basis of the
Spiritualistic Sensation.

Charleston, W. Va. Pop. 18,000
W. H. Garrison, Distribution, and
Reference furnished on application.

Grand Rapids, Mich.
George E. Leonard, Reference furnished.



YOUR PORTRAIT.

We will send *The Advertising World* (price 75c), and engrave your portrait, style haircuts, and furnish plain ready for any printer in great form, all for \$2.50. Good photo, which will be returned. Haircuts, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. *The Advertising World* is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

FRANK M. DEUEL,

BILL POSTER AND PAINTER, ALSO CIRCULAR DISTRIBUTOR.

187 Schuyler Avenue, KANKAKEE, ILL.

Population, 2,000. Includes, Bradley and Northbrook, total population, 2,500.

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

The Hustler Advertising Co.

Special personal
service given
and at all times.

OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

The only reliable
and enduring
service in city.

W. H. CASE, Manager.

24 NORTH BENDER STREET,

PORT WAYNE, IND.

A MONTHLY TO BE HAD FOR
\$2,000,000



ALL KINDS OF PRINTING AND ENGRAVING

BELVIDERE, ILLS.
Frank W. Jones, Bill Poster, and Engraver.

What is worth doing at all,
is worth doing well.

JOHN H. JONES,

Bill Poster and Engraver, and
Circular Distributor, and
Reference furnished on application.
1897. "Everything comes to him who waits while he waits." 1897.

BALTIMORE, MD.

TROY, ILL.
F. C. Case, Bill Poster and Engraver,
Reference furnished.

HENRY C.

CROSBY

ADVERTISING

SIGNS

Engraver, Bill Poster,
and Engraver,
PATERNON, N. J.

OFFICE OF

*Sam W. Hoke*LONG-DISTANCE
BILL POSTER.107 WEST 28TH ST., NEW YORK.
TELEPHONE CONNECTION.

I WANT TO HEAR FROM EVERY BILL POSTER IN AMERICA, AND AT ONCE.

I am now busy with the following orders:---

30,000 8-sheets, 20,000 3-sheets, 10,000 1-sheets, and 3,000
24-sheets for one advertiser.20,000 8-sheets, 20,000 3-sheets, and 30,000 1-sheets for
another advertiser.

A Half-Million quarter-sheets for another advertiser.

20,000 4-sheets and 5,000 8-sheets for another.

50,000 8-sheets and 100,000 1-sheets, for another.

5,000 8-sheets and 5,000 12-sheets for another.

And

45,000 1-sheets for two other articles.

(I had expected to give names of the above advertisers, but some
of them objected to having their plans made public in advance.)Heretofore I have rarely asked for information from bill
posters in very small towns, but I am having so many calls for vil-
lage of Five Hundred, One Thousand, and up, that I now want to
hear from everybody that does bill posting.Let me know the present population of YOUR town, and a
statement of the number and sizes of the billboards and signs that
you may have, AND YOUR PRICES.*Sam W. Hoke*

Long-Distance Bill Poster,

Telephone Connection.

107 W. 28th St., New York.