

THE BILLBOARD

Vol. XI, No. 6.

CINCINNATI, JUNE 1, 1899.

PRICE IN ADVANCE
PER YEAR, \$1.00



EDMUND A. FELDER,

Assistant Director-General Philadelphia Exposition, 1876.



Persistent Advertising.

As business drops or water... With persistent, long bills... And then the result comes...

The Southeastern States' Bill Posters' Association.

A GREAT SUCCESS.

The meeting opened in the Grand Hotel... The success was due to the... of the Association...

- W. J. Jackson, Atlanta, Ga.
W. J. Jackson, Atlanta, Ga.
W. J. Jackson, Atlanta, Ga.
W. J. Jackson, Atlanta, Ga.
W. J. Jackson, Atlanta, Ga.

Convention of the Rocky Mountain Bill Posters' Assn.

Members of the 20th annual meeting of the Rocky Mountain Bill Posters' Association... The convention was held at the... of the city...

Mr. J. H. ... of ... was elected president... The convention was a great success... and the bill posters' industry...

RECAPITULATION

July 1, 1911, per capita income... The bill posters' industry is growing... and the bill posters' industry...

Bill posters are essential... The bill posters' industry is growing... and the bill posters' industry...

Outdoor Publicity.

Bill posters are essential... The bill posters' industry is growing... and the bill posters' industry...

A guarantee for an advertising agency... The bill posters' industry is growing... and the bill posters' industry...



The show is now at Gansing's Promenade Double-Deck Booth, located at 1211 Wabash Ave., Chicago, Ill.

The show and billboards of water... The bill posters' industry is growing... and the bill posters' industry...

THE BILLBOARD.

Published Weekly by the Billboard Publishing Co., 110 West Eighth Street, Cincinnati, O. U. S. A. Address all communications to the editorial or business departments to THE BILLBOARD PUBLISHING CO.

Subscription, Five per Year, in Advance.

ADVERTISING RATES.

Advertisements will be published at the lowest rate of one cent per square line, six days or less; at two cents per square line, seven to ten days; at three cents per square line, eleven to fifteen days; at four cents per square line, sixteen to thirty days; at five cents per square line, thirty to sixty days; at six cents per square line, sixty to ninety days; at seven cents per square line, ninety to one hundred and eighty days; at eight cents per square line, one hundred and eighty to three hundred and sixty days; at nine cents per square line, more than three hundred and sixty days.

Special rates for long term contracts and for advertising in special sections. For rates and conditions apply to the Advertising Office. Address: Billboard Publishing Co., 110 West Eighth Street, Cincinnati, O.

JUNE, 1910.

Next month the Associated Bill Posters of the United States and Canada will meet in convention. At this annual meeting differences are expected to be adjusted, disputes settled, and friendships cemented for the coming year. Incidentally, also, measures looking toward the betterment of the association are supposed to receive careful consideration. Much doubtless exists among the members of the association, and many are looking forward to the outcome of this conference for relief.

It is not likely that their hopes will be realized. It is improbable that any action, honestly deemed to be in the interest of the members at large, will be taken. In the light of past experience we are compelled to say in the bill poster who quarrels and support the organization that their wishes will be so completely disregarded and ignored as the coming meeting as they have been in the past.

The forces will go to the front. It will be the weaker side of the few that will be considered.

This is a provocative time to talk, but it is justified. Last year the rank and file of the association were led by their complacent and vigorous in their protestations of what they were going to do. When the meeting came along, they did nothing at all. They simply allowed themselves to be jockeyed out of every job demanded. How was it? How did it happen? The answer is a simple one. They were not organized. They had no leader and no well-defined plan of action. The entire row is in control of the organization is closely and compactly organized. Their plans are carefully considered and weighed and they understand one another thoroughly.

To appear there without an organization equally strong and efficient in itself, and stands no more chance of

succeeding than a Filipino army pitted against United States regulars.

Last year the members in general were agreed that the executive committee was too large—and consequently, too expensive. They informed "The Billboard" accordingly that the committee would be cut down to four members and the President. We all know how they succeeded. Instead of the committee being cut down, it was increased to nine.

All the members were practically agreed, too, that resolutions should have no seat in the committee. When it was announced, the same two resolutions which had proven so efficacious proved it again.

To make a long story short—the bill poster at large did not get a stage thing which they wanted after. They were better off along the way. Their defeat was due to the fact that they were not organized, while their adversaries were.

They will recall the same experience this year, unless they provide against it by an early effort to form a strong and stable organization.

We are told that on a recent effort will again be made to meet the resolutions of the executive committee, in order that the organization may be run solely in the interest of bill poster, as we originally intended. The plan is certainly the mere are many and different. The best that has been thought to our entire comprehension taking the appropriate power from the President and electing the members of the committee by ballot, just as the regular officers are now chosen.

It is claimed that under present conditions, a candidate for President, by possessing positions on the executive committee, judiciously, may leave his situation, and that in this way the association is held in control by the small but potent minority who see now in power.

It has also been suggested that the constitution could be amended so as to render resolutions ineffectual to hold seats in any official capacity whatever.

The bill posters of the West are practically agreed that the entire constitution is framed up to run the association, and that, together with the officers, it also practically control it. They are also agreed that on this account the members of the committee should be elected and not appointed. For here the majority ends. As to the means with which to bring the change about, there is no agreement. Various members have different plans. They all promise well, and would prove effective,

but they are conflicting and will defeat themselves.

The same old story of last year and the year before will be repeated, and it will be the same of organization.

If the association is a bill poster organization, it should be run in the interest of bill posters. This will never be, so long as officers are able to sway the councils of its governing body. However, we shall see how we shall see.

Unsettled A New Departure.

Every day some advertising agent is making better sense out of "straight" advertising than any other. Some are advertising, and of course it is not to the exceptional cases that will attract our attention in connection with the campaign in which we are, and I suppose it is all right, to compare the results of an entire life for the agent would be complete on this.

Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster. Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster.

Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster. Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster.

Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster. Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster.

Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster. Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster.

Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster. Some agents say when an agent goes into the field to sell advertising, he should have a letter from the advertiser and the advertiser should be in a position to pay for the bill poster.

MEMORANDA.

Christianity W. Van, Toledo, Ohio, of the Ohio Bill Posters Association, has been elected president of the Ohio Bill Posters Association.

C. Ross, Newark, N. J., of the Newark Bill Posters Association, has been elected president of the Newark Bill Posters Association.

According to several South Western, the members of the committee of the bill poster association will meet in Cincinnati, Ohio, on June 15th, 1910. The meeting will be held at the Hotel Hamilton, Cincinnati, Ohio.

A Model Work of Its Kind.

The seventh annual edition of Pennington's "The Bill Poster" is a model work of its kind. It contains a number of full pages, especially those on the subject of advertising, and is a model work of its kind. It contains a number of full pages, especially those on the subject of advertising, and is a model work of its kind.

It presents a practical and business plan for the bill poster, and is a model work of its kind. It contains a number of full pages, especially those on the subject of advertising, and is a model work of its kind. It contains a number of full pages, especially those on the subject of advertising, and is a model work of its kind.

The Roll of Honor.

The following are the names of the bill posters who have been elected to the Roll of Honor for the year 1910. They are: J. W. Van, Toledo, Ohio; C. Ross, Newark, N. J.; and others.

New York News.

The bill poster news from New York is that the bill poster association has been organized in New York City. The association will hold its first meeting on June 15th, 1910.

The bill poster news from New York is that the bill poster association has been organized in New York City. The association will hold its first meeting on June 15th, 1910.

The bill poster news from New York is that the bill poster association has been organized in New York City. The association will hold its first meeting on June 15th, 1910.

The bill poster news from New York is that the bill poster association has been organized in New York City. The association will hold its first meeting on June 15th, 1910.

The bill poster news from New York is that the bill poster association has been organized in New York City. The association will hold its first meeting on June 15th, 1910.

The bill poster news from New York is that the bill poster association has been organized in New York City. The association will hold its first meeting on June 15th, 1910.

The bill poster news from New York is that the bill poster association has been organized in New York City. The association will hold its first meeting on June 15th, 1910.

LIST OF FAIRS.

This list is not intended as a general directory... It is not intended as a general directory...

ALABAMA

ANDREWS, ALA.—Seventh Alabama Fair Association, Nov. 13 to 18, at Andrews, Ala. Secs.: W. H. Gwynne, pres.; J. B. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm. Secs. of officers local.

CALIFORNIA

CRESCO, CAL.—San Joaquin Fair, Aug. 13 to 20, at Cresco, Cal. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

COLORADO

COLORADO SPRING, COL.—Fourth Fair Association, Oct. 1 to 10, at Colorado Springs, Colo. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

CONNECTICUT

CONNECTICUT FAIR ASSOCIATION, Oct. 1 to 10, at Hartford, Conn. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

HARRINGTON, ILL.—Seventy County Agricultural Society, Oct. 1 to 10, at Harrington, Ill. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

INDIANA... BATESVILLE, IND.—Pioneer County Fair Association, Oct. 1 to 10, at Batesville, Ind. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

INDIANA... PRASCHCO, IND.—Orange County Agricultural Society, Oct. 1 to 10, at Praschco, Ind. Secs.: J. H. Gwynne, pres.; J. H. Gwynne, sec.; J. H. Gwynne, treas.; J. H. Gwynne, comm.

ALLEGANY COUNTY FAIR!

ALLEGANY, W. VIRGINIA... ready out of date, but the numbers printed in the year, written up to the end of the season of this year...

WANTED!

Cashiers and agents in quantities of the above...

THE W. B. RUSTED BROS. CO.

Attractions Wanted... Attractions for sale at...

MELP BROS. PEPPY PAUL ASSOCIATION

W. B. RUSTED BROS. CO. 415 D St. N. W., Wash., D. C. L. G. BAKER, LEWIS HALL, Chairman, Secretary

Canes

GANEBOARDS!

Buy your Canes in Assorted Lots and Get a Big Variety for Little Money

ALL SILVER HEADS

On Five Feltbacked Sticks. Biggest Assortment in the Country.

All-assorted styles \$1.00 to \$4.00 per doz. 100 doz. \$40.00 to \$100.00 per doz.

HALL & CO.

132 ELIZABETH ST., NEW YORK



Open for Fair Season, We Travel free. Posters like above not furnished free. Circulars now being sold. Address given for further particulars. Geo. F. Street, Washington, D. C.

LOUISIANA.

BAYON BOUZE, La.—Mason Lodge No. 474, Am. O. C. E. 1419, 1505, Bayou Boe, Calcutta, La. M. W. B. No. 1118, Bayou Boe.

MAINE.

SANGER, ME.—Thomas Mason Lodge No. 31, 255, 1/2, S. 1st street, Bangor.
KEITZER, ME.—Went Portland Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.
SOUTHERN, ME.—Went Portland Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.
KEITZER, ME.—Went Portland Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.
SOUTHERN, ME.—Went Portland Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.
KEITZER, ME.—Went Portland Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.
SOUTHERN, ME.—Went Portland Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

NORTH AMPTON, Mass.—Hempden, Praying and Religious Association, No. 15, 141, 142, North Ampton, Mass.
PALMER, Mass.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

FRANKFORD, Mass.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.
WINDHAM, Mass.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.
WINDHAM, Mass.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MICHIGAN.

ANN ARBOR, Mich.—Lansing County Agricultural Society and Society Michigan, 150, S. 2d St. J. J. Franklin, Secy.
ALLEGAN, Mich.—Allegan County Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.
ALLEGAN, Mich.—Allegan County Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

ANN ARBOR, Mich.—Lansing County Agricultural Society and Society Michigan, 150, S. 2d St. J. J. Franklin, Secy.

ANN ARBOR, Mich.—Lansing County Agricultural Society and Society Michigan, 150, S. 2d St. J. J. Franklin, Secy.

MISSISSIPPI.

ANN ARBOR, Mich.—Lansing County Agricultural Society and Society Michigan, 150, S. 2d St. J. J. Franklin, Secy.

Balloon Ascensions

Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS... Balloon Ascensions.

RABBIT BROS., BALLOON CO. of South Beach Street, BOSTON, MASS.



POT-CHIEF, Manager of... Balloon Ascensions. Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS...

WATER AT THE SEASIDE. Some of our most successful and most profitable... Balloon Ascensions.

BALLOON & CARRIAGE

Managers of Connecticut Balloon... Balloon Ascensions. Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS...

FOR FAIRS!

The Perfection Fair... Balloon Ascensions. Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS...

THE NEDASKA INDIANS.

Some 300 Tents and Bunk Beds... Balloon Ascensions. Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS...

WM. H. WARNER & BRO. MEDALISTS.

No. 474 N. 5th St., PHILADELPHIA, PA. Balloon Ascensions. Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS...

COSTUMES.

Theatrical costumes, with hards, great prices... Balloon Ascensions. Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS...

Big Money for Cane Men.

You can make more selling our Cane and Smoking... Balloon Ascensions. Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS...

Q. NERVIONE, Toy Manufacturer.

66 W. Franklin St., CHICAGO, ILL. Balloon Ascensions. Who desires assistance and arranged as the BEST SYSTEM FOR THE LATEST COLOR PRINTING PROCESS...

PRIZE MEDALS.

CUPS, PINK, TROPHIES, & JUPPIN BARRAQUETTY, 7 NASSAU, BOSTON, MASS.

MARYLAND.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

MASSACHUSETTS.

BALTIMORE, Md.—Eastern National Agricultural Society, 150, S. 2d St. J. J. Franklin, Secy.

BERKSHIRE

ALBANY, N. Y.—Herkules County Agricultural Society, Aug. 12 to 15. Prof. Taylor, Pres. W. M. Smith, Secy.

... [Other Berkshire entries follow]

NEW HAMPSHIRE

LACONIA, N. H.—Seaboard County Grange, Aug. 12 to 15. J. W. Adams, Secy.

... [Other New Hampshire entries follow]

NEW JERSEY

NEWARK, N. J.—New Jersey State Agricultural Society, Aug. 12 to 15. J. W. Adams, Secy.

... [Other New Jersey entries follow]

NEW YORK

ALBANY, N. Y.—Herkules County Agricultural Society, Aug. 12 to 15. Prof. Taylor, Pres. W. M. Smith, Secy.

... [Other New York entries follow]

ALBANY, N. Y.—Herkules County Agricultural Society, Aug. 12 to 15. Prof. Taylor, Pres. W. M. Smith, Secy.

... [Other New York entries follow]

NORTH CAROLINA

FAYETTEVILLE, N. C.—Catawba County Agricultural Society, Aug. 12 to 15. J. W. Adams, Secy.

... [Other North Carolina entries follow]

NORTH DAKOTA

FAIR PLAY, N. D.—Hess County Agricultural Society, Aug. 12 to 15. J. W. Adams, Secy.

... [Other North Dakota entries follow]

OHIO

ADA, O.—Ada Township Fair Commission, Aug. 12 to 15. J. W. Adams, Secy.

... [Other Ohio entries follow]

POTSDAM, O.—Northwestern Ohio Fair Commission, Aug. 12 to 15. J. W. Adams, Secy.

... [Other Ohio entries follow]

BALLOONS

SEE BAY ALL FRAMES SUPPLY. WE HAVE BALLOON GAS MADE OF PURE RUBBER IN SAME COLOR, SIZE AND QUANTITY AS THE CHEAPEST.



CENTRAL CANADA

OTTAWA, ONT., CANADA, September 11th to 23rd, 1899. TWO FULL WEEKS.

CIRCUS CANVAS

Now come all kinds of Canvas, Tents, etc. at special prices. We have a new and improved Canvas, etc.

THE LEXINGTON HORSE SHOW. AUGUST 9, 10, 11 and 12. FAIR AND CARNIVAL.



Under the auspices of Lexington Lodge 09. Wanted: The Biggest Midway Ever Exhibited. Must be High Class. To Let: Privileges for all First-class Amusements. Positively the Biggest Thing Ever Inaugurated in the South. ATTENTION: (Estimated) 25,000 Daily.

Address E. W. SHANKLIN, Secy., Lexington, Ky.

Chicago—The W. B. Johnson & P. S. ...
Portland—The Portland Building Co.
Boston—The Boston Building Co.
New York—The New York Building Co.
San Francisco—The San Francisco Building Co.

Chicago—The Chicago Building Co.
Portland—The Portland Building Co.
Boston—The Boston Building Co.
New York—The New York Building Co.
San Francisco—The San Francisco Building Co.

WEST VIRGINIA.
Huntington—Wm. A. Rogers & Co.
Martinsburg—M. A. Burdette.
Weirton—Wm. A. Rogers & Co.
Parkersburg—J. R. Rogers & Co.

City Billposting Co.
HARRY R. BUSHNER, Manager.
NORWALK, CONN.

Bel Air, Md., Feb. 24, 1911.
Wm. R. O'Connell & Co.
P. H. Lederer, Distributor,
Brookside, Que., Canada.

ADVERTISERS!
Be sure to send that only reliable
Divisor to Davis, Ohio, as

J. B. McCANNON
Whose address is
731 East Broadway Street,
London, O.
and you get what is high best value, but
will cost you almost nothing when you send.

MARR & LONG, Inc., Distributors of the United States
for the
G. H. OTTING & SON,
—LONDON—

BELPOSTERS, DISTRIBUTORS OF ALL SOLUTIONS
SERVES, BELFORD, SOUTH, ST. DENNIS, ST.
MARTIN, ST. NICHOLAS, ST. PIERRE, ST. VICTOR, ST. YVES

THE BEST THAT EVER HAPPENED!
OUR NEW DATE BOOK.
Including complete maps of the United States
and Canada, and population of every town, city,
and village in the United States—Compiled from the
latest census.



Cincinnati
has a population of 400,000
people, either house owners
or wage earners.
The
John Chapman Co.
has all the billboards, and most of
the buildings in Cincinnati. We
also do good sign tacking and dis-
tressing.
Call on
IT LONGWORTH STREET.

“The Admiral” and “Owl.”
Five and Six Six Automobile Wheel Machines.
Built as heavy and solid as their name.
The only machine on the market that can not be
stolen. Write for inside prices.
M. A. LARKIN, Manufacturer,
560 River St., Troy, N. Y.

THE BILLPOSTER
OUR MACHINE!!!
It will enable you to do it. It will make
the best money at the least cost. It will
do everything that any other machine
cannot do.
Take a Minute and a Postcard—Write
us and we will tell you all about it.
J. H. DAY & CO.
1141 E. Burton Ave. Cincinnati, O.

THE GROWTH OF _____

THE GUNNING CHICAGO POSTING SERVICE.

is best illustrated by figures. Three months ago active operations were commenced on this department. The work of up-building was delayed two weeks by the municipal authorities. The story of its development is as follows:

First board built.....	March 15th
Number boards now up (June 1st.)	412
Total number of running feet of space.....	31,416
Present capacity—in sheets.....	44,880
Amount of paper now posted—in sheets.....	35,904

And our Poster Bulletins are in Chicago—on Chicago's main streets and avenues, not up alleys, on unfrequented streets or in the outskirts. They give representative poster prominence daily to Chicago's local and transient public.

In CIRCULATION AND ADVERTISING VALUE two hundred Poster Bulletins are equal to four hundred stands posted in the old way. This can be logically demonstrated to the seeker for poster knowledge. Therefore our Poster Service is already a factor entitled to most careful thought before posting Chicago.

For utmost artistic effects and commercial values from your paper in Chicago place a trial order on

GUNNING'S
POSTER
BULLETINS.

THE R. J. GUNNING CO., PROPRIETORS.

289 Wabash Avenue, Chicago.

"We back it with our reputation."

N. B.—"The Gunning System" of Painted Displays still affords the permanent publicity that pays in all important markets of the country.

Bardstown, Ky., Bill Poster.




Does Theatrical
and Commercial
Posting and all
Bill-board Adver-
tising.

JOS. APPLGATE

Work personally attended to. Therefore properly done.

Address JOS. APPLGATE, BARDSTOWN, KY.

AMERICAN BILLPOSTING CO.

 BROOKLYN, N. Y.
 PITTSBURG, PA.
 ALLEGHENY CITY, PA.

THOS. J. MURPHY, President. BARNY LINE, Gen'l Manager.
Wm. F. FAY, Secretary.

SEND FOR CATALOGUE
AMERICAN PROCESS ENGR. CO.

*Best Cut Makers
in America!*

First Hand Dies. Best Low Zinc Engraving.
Engraving Wood Engraving
Illustrations of all kinds.

CINCINNATI, O.



BILLPOSTER CUTS.

These make good advertising, and are a set of those
which are used by bill posters in all parts of the
country. They are made of galvanized iron, and are
very durable. They are made in all sizes, and are
very cheap. They are made in all colors, and are
very attractive. They are made in all shapes, and
are very useful. They are made in all sizes, and
are very cheap. They are made in all colors, and
are very attractive. They are made in all shapes, and
are very useful.

Advertising World, Columbus, Ohio.



PRICE \$20.00

FRANKLIN, PA. Population 2,000.

ALEX. BRADLEY,

City Billposter and Distributor.

Mechanicsville, Pa.

New, Novel, Vivid, Pleasing,
Instructive and Entertaining.

The Perfection of Picture Machines.
Puzzles or Slides.
No Noise, No Dirt,
No Expense,
No Batteries, No Lamps.
Adjustable Focus, Spring Motor.

We furnish the new French transparent,
double colored pictures for any slot
machine.

NEW YORK SLOT MACHINE CO.
83 Nassau Street, New York.

ADVERTISEMENTS: When you want to have
advertisements in the BILLBOARD, apply to
the publishers, 110 Broadway, New York, N. Y.
Send for a copy of the BILLBOARD.

HARKNESS & FULLER,
Bill Posters,
Stockton, Cal.

THE

INTERNATIONAL ASSOCIATION OF

DISTRIBUTORS

Will Assemble for their

Annual Convention

AT THE EMERY HOTEL,

Cincinnati, On Tuesday Morning, July 18, 1899

For further information address W. H. STEINBRENNER, Sec'y, 519 Main St., Cincinnati, O.

You are
Invited.

Come and Get
Acquainted.

Lasts
Three Days.

Post Bills Now!



No matter what other kinds of advertising you may prefer the remaining months of the year, now is the time to omit them and post bills instead; June, July, August, September and October, (and in most sections November, also) are the ideal months for billposting.

People are out and around; they see the posters because they can't help it; they don't see most other mediums, because they want to be out in the fresh air, enjoying themselves.



If you have your poster, come to me and I will post it for you anywhere in America, on the best billboards in all cities, towns and villages.



If you have no poster, and don't know what kind to get, I have the best poster artists in America to design it for you, and if I do your printing their services will cost you nothing.

For twelve thousand dollars (\$12,000) I will design, engrave, lithograph and print, in brilliant colors, 5,000 Twenty-four-Sheet Posters, and post them throughout the leading cities of America for a guaranteed period of one month, and any part of the service that is unsatisfactory will entitle you to a pro rata rebate. (If you don't want 5,000, I will make 50 or 100 or 1,000 for less money.)



I make more commercial posters, not including stock posters, than any other lithographer. I post more commercial posters than any other agency. I can save the advertiser money in many ways, but what is more to the point, I make his billposting pay him.



I also print Oil-Cloth and Mural Signs with paint, making really a painted sign in every respect but cost. I make 500 or more, 36x60 inches in size, on oil-cloth, in red, white and blue, for 15c each; 40x60 inches, for 25c.

A Mural Streamer, 15 feet long and 18 inches high, for 25c, is a very popular sign to hang in front of the dealer's store.

\$ Sam W. Hoke,

Long-Distance . . .

255 Fifth Ave., (28th St.,)

. . . Bill Poster.

TELEPHONE _____

NEW YORK.