

THE BILLBOARD

Vol. XI, No. 1.

CINCINNATI, JANUARY 7, 1899.

PRICE 10 CENTS
PER YEAR, \$1.00



C. F. FILBRICK,
Buffalo, N. Y.

FIFTEEN BY WAY.

John Taylor still has a number of articles for publication in the *Billboard*. The address of his office is 150 Broadway, New York.

Parties to the suit are: *W. J. Taylor*, plaintiff; *W. J. Taylor*, defendant. The suit is for the recovery of \$15,000.

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PROFESSIONAL EDITOR.

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The Wife and Her Husband's Business.

The wife and her husband's business. The wife and her husband's business.

You Will Get Your Dividend.

During the month of January there is a large number of dividends to be received. The dividends to be received are as follows:

who shall receive the greater number of paid-up stock certificates in "The Great Northern" at \$100 per share.

The dividend is to be paid to the holder of the stock at the time of the meeting of the stockholders. The dividend is to be paid to the holder of the stock at the time of the meeting of the stockholders.

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Additional Fair News.

The treatment to be given to the fair is a matter of great importance. The fair is to be held in the city of New York. The fair is to be held in the city of New York.

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MURRELL B. CHAPMAN, Chairman.

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THE AEREA SCHOLARSHIP.

The Aerea Scholarship is a fund established for the purpose of providing a scholarship for a student in the city of New York. The Aerea Scholarship is a fund established for the purpose of providing a scholarship for a student in the city of New York.

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CONGRATULATIONS FREE.

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TO OUR FRIENDS AND ESCORTS.

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LIST OF FAIRS.

This list compiled and corrected weekly. It is to be taken as the only reliable authority on the subject. It is published weekly on a temporary basis as a special service to the trade. It is not intended to be a permanent feature of this paper.

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ILLINOIS

CHAMPAIGN, ILL.—Champaign County Agricultural Society, Aug. 20 to 21, 1905.
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KENTUCKY

LAWRENCEBURG, KY.—Lawrence Fair Association, Aug. 10 to 12, 1905.
LAWRENCEBURG, KY.—Lawrence Fair Association, Aug. 10 to 12, 1905.

MARSHWATER

REARSON, MD.—Rearson Agricultural Society, Oct. 1 to 2, 1905.

MICHIGAN

DEER CREEK, MICH.—Deer Creek Exposition, Aug. 10 to 12, 1905.

MINNESOTA

WISCONSI, MINN.—Wisconsin Great Fair and Agricultural Association, Aug. 10 to 12, 1905.

MISSOURI

LEWIS BERRY, MO.—Lewis Berry Fair and Agricultural Association, Aug. 10 to 12, 1905.

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TORONTO, ONT.—Ontario Provincial Exhibition, Oct. 1 to 15, 1905.
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Expositions.

CHICAGO, ILL.—Columbian Exposition, Oct. 1 to 15, 1905.
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Races.

MONTICELLO, N.Y.—Monticello Track, Aug. 10 to 12, 1905.
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Horse Shows.

LOS ANGELES, CAL.—Horse Show, Aug. 10 to 12, 1905.
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Dog Shows.

NEW YORK, N.Y.—New York Dog Show, Aug. 10 to 12, 1905.
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CONVENTIONS.

Chicago, Ill.—Chicago Convention, Oct. 1 to 15, 1905.
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Poultry Shows.

ALBANY, N.Y.—Albany Poultry & Fur Show, Aug. 10 to 12, 1905.
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THE LEADING SHOW PRINTERS... THE AULT & WIBORG CO'S POSTER INKS... ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CHICAGO, ILL.

The Donaldson Litho. Co.

CINCINNATI.



Posters For Anything Under the Sun!

POSTERS FROM WOOD, METAL OR LITHOGRAPHIC STONE.

HIGH-CLASS POSTERS of Any Size, Nature or Description MADE TO ORDER.

A FULL LINE OF SYNDICATED POSTERS ALWAYS ON HAND.



Bock Beer Posters. Largest Assortment. Finest Designs. All Shapes and Sizes Imaginable. Advertise this year's brew on the billboards, and watch the result. Samples free upon application.

Poultry and Pet Stock Shows should be advertised on the billboards as well as in the windows. We have a very fine assortment of large stands suitable for this kind of exhibition, and we recommend them to managers. They will make the show a success. Write us about it to-day.

Masquerade Balls are best advertised with posters. Write for samples of ours. They are all new, good and effective.

Posters for Retailers. No matter what line it may be, remember we have a poster that will advertise it well and wisely. We have posters for every business under the sun. We invent everything from garments to baby carriages, from picture stores to harness and saddles, from clothing to pianos and organs.

Your billposter can show you samples of our posters, and advise you how many you will require.

The Donaldson Litho. Co.,   **Cincinnati.**

AN ADVERTISER

Who desires to utilize house-to-house distributing has the choice of two different ways to go about it. He may write and select his distributors at random, taking bums, loafers or any old man that is out of a regular job, or he may use the members of the

International Association of Distributors.

If he follows this latter course, he is sure of securing the services of trained, experienced men,—men who are honest and trustworthy,—men of good character. Furthermore, the treasury of the Association stands behind the service of each individual member, and guarantees it to be absolutely reliable,—insures the advertiser against any possibility of loss.

And this kind of service costs little, if any more,
than the other kind.

CHAS. WOOD, Billposter and Distributor

Carroll Ave. 4815 354 Federal Bldg., Jersey, N. J.
See phone boards, exchange stands, etc. per chart.

All Work Guaranteed and Done by
Competent Workmen.

GEORGE GRAMER,

BILLPOSTER and DISTRIBUTOR

133 W. POMFRET ST.,

CARLISLE, - - PA.

Population 10,000.

27 PAID AND UNPAID ADVERTISEMENTS
ON THE 15th Anniversary of the
BILLBOARD, W. P. MORTIMER, Editor,
Office, 15 East Third Street, St. Paul, Minn.

TANQUA, PA. City, 1917 Pop-
ulation 10,000. Office, 15 East
Third Street, St. Paul, Minn.

BILLPOSTERS!

We have a system of making them
every one of you should know.
Write for particulars.

Smith Decorating Co., VALLEY CITY, N. D.

FRANK LITTLE & SON, Bill Poster and
Distributor, PORTLAND, MICH., Pop. 2,000

Urbana, Ohio

Population 9,000.
Pan Handle R. R.
Big Bear R. R.
Eric R. R.
C. O. TAYLOR, BILLPOSTER.

CIRCULARS AND SAMPLES

CAREFULLY DISTRIBUTED AND

SIGNS TACKLED UP.

WRITE ME. MEMBER I. A. D. F.

J. F. CLARK, Box 92, CONWAY, ARK.

CADILLAC, MICH. CHARLES J. SPENCER,
Population, 7,500

F. B. MEYERS, City Attorney, Distributor, Sign Tacker and Bill and
Circular Distributor, 1500 Broadway, New York, N. Y.
All Orders Receive Careful and Prompt Attention. Work Done by Men Only. Try Me.

The Bill Poster

The English counterpart of your
BILLBOARD. Subscriptions go cents
per year, post free, may be sent to
27 East Eighth St., Cleveland, O.

IF IT I Don't Do Your Distributing and Tackling. We Are
Both the Losers. Results Will Tell.

W. B. PORTER, 408 Tenth Street, Oakland, Cal.

Remember when you Revertine

SO. McALISTER,

KREBS, ALDERSON, McALISTER AND HARTSMORNE,

So. McAlister	5,000
Krebs	5,000
Alderson	5,000
Cherryvale	1,000
Hartsmorne	5,000
McAlister	1,000

YOU WANT TO EMPLOY
J. A. MADDOX,
AT SO. McALISTER.

Bill Posters—Distributors

WAGON OR CART

For Sale and Hire. Bill Posters and Distributors. See chart for details. Write for particulars. 15 East Eighth St., Cleveland, O.

Bill Posters' Push Cart.

For Sale and Hire. Bill Posters and Distributors. See chart for details. Write for particulars. 15 East Eighth St., Cleveland, O.



For Sale and Hire. Bill Posters and Distributors. See chart for details. Write for particulars. 15 East Eighth St., Cleveland, O.

Bill Posters' Horse Cart.

For Sale and Hire. Bill Posters and Distributors. See chart for details. Write for particulars. 15 East Eighth St., Cleveland, O.



For Sale and Hire. Bill Posters and Distributors. See chart for details. Write for particulars. 15 East Eighth St., Cleveland, O.

Bill Posters' Wagons.

For Sale and Hire. Bill Posters and Distributors. See chart for details. Write for particulars. 15 East Eighth St., Cleveland, O.



For Sale and Hire. Bill Posters and Distributors. See chart for details. Write for particulars. 15 East Eighth St., Cleveland, O.

JOHN H. MICHAEL,

Manufacturer of Bill Posters' Wagons.

105, 107, 109 East 8th St., CLEVELAND, O.

See chart for details. Write for particulars. 15 East Eighth St., Cleveland, O.

HENNEGAN & CO.,

NEW ADDRESS, _____

127 East Eighth Street, CINCINNATI, O.



Now Ready!

After making many improvements, enlarging every department, adding new machinery, type, etc.

We are now better prepared than ever, to turn out all kinds of . . .

Printing

in the very best style, and the shortest time.

Write us for prices on anything you need.



HENNEGAN & CO., Cincinnati, O.

.....
TRY ONE OF OUR STOCK LETTER STANDS.

W.F. Williamson St. Louis Sign Service 210 N. 7th St.

You will find this imprint over Twenty-eight Thousand Linear Feet of Painted Billboards in St. Louis.—All Star Locations.

ANDERSON, IND., POPULATION 27,000.

Great Manufacturing City on the West.

W. M. PUNK

BILLPOSTING AND DISTRIBUTING CO.

2,500 feet of boards, centrally located, on street car lines and at each depot.

Cooperating with this, I will distribute all advertising matter at \$2.00 per 1,000, with seasonal rates. Satisfaction guaranteed.

G. P. REYNOLDS, City Billposter.

Multiple Post-Office, Milwaukee.

One will contain all the complete billboards in the City. Population, 12,000.

W. Newell,

City Billposter and Distributor,

New Building New Beach.

Baker City, Oregon. POPULATION, 7,000.

LIMA, OHIO. One of the finest cities in the West. Population, 12,000. One will contain all the complete billboards in the City. Population, 12,000.

HARKNESS - BILLPOSTER.

New Beach. Location the Best.

STOCKTON, CAL.

Here is where the advertiser gets his money's worth.

MINNEAPOLIS AND SOUTH MINNEAPOLIS, MINN.

POPULATION 30,000.

HARRY B. BUSSING,

CITY BILLPOSTER.

Manufacturing and Sign-Taking. Also Billboards of all kinds. Located on the main street. One will contain all the complete billboards in the City. Population, 30,000.

—OUT-DOOR DISPLAYS—

Member American Billposting Association.

OFFICE, WALL ST., NEW YORK, U.S.A.

M. P. SHERMAN, BILLPOSTER AND DISTRIBUTOR.

RED BANK, N. J.

The A. B. Wall Advertising Co., BILLPOSTERS AND DISTRIBUTORS.

Sign-Taking and General Advertising. First class service. All work guaranteed. Prompt and reliable.

—LAKE CHARLES, LOUISIANA.

Population Lake Charles, La., 12,000.

CITY BILLPOSTING AND DISTRIBUTING.

ADRIAN A. ADRIK, Graphic Theatrical.

Johnston City, N. C.

A SPECIAL OFFER

Business
The Other Paper

Send 15 Cents for a Three Months' Trial Subscription.

Subscription \$3.00 a Year.

Subscription Billboard Co., 1144 1/2 Chest. New York

JOHN T. WILLIAMS,

SECRETARY AND MANAGER.

Northwestern Billposting Co.,

H. F. TODD, ASSISTANT MANAGER.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

346 MORRISON STREET.

POPULATION. PORTLAND, ORE. 90,000.

SOUTH BOSTON, VA. Population of the town 3,000. Population of county 2,000.

RICHOLS & TERRY, Sole Billpost & Distributors and Sign-Takers.

Good Work Guaranteed.

TRUCKEE, CAL. A. H. PRITCHETT, CITY BILLPOSTER AND DISTRIBUTOR.

Also Bill, Green and Lake Tahoe City. SERVICE GUARANTEED.

JAMES E. CONRINGHAM, THE ONLY LEGAL TOWN CITY BILLPOSTER AND DISTRIBUTOR IN BALDWINVILLE, N. Y.

We have organized a special postal brigade and an official distribution corps, and are giving special facilities in the way of billboards and advertising space. We bill first-class billboards from within a radius of seventy-five miles. We maintain every State house on our permanent plan. Population of territory covered, fifty-one thousand.

We Want Distributors.

Send for our proposition to furnish you a specially designed letter head, half tone cuts or any kind of engraved work. No expenditure of cash. Any distributor you send good pay in this way. Send for the proposition and judge for yourself. Fortnightly a specialty.

The Advertising World, Columbus, Ohio.



GOOD SERVICE! GOOD BOARDS! GOOD TOWNS!
THE AMERICAN CO., Bill Posters and Distributors. National clearing in 10 towns, in Wood County. One Trip per Month.
Reference: The American Tobacco Co., Columbus Fly Sheet Co. Lock Box 32, BOWLING GREENE, OHIO.

BILLPOSTERS' PASTE BRUSHES.



This is our celebrated "BEEHIVE" The Best Paste Brush made. Prepare everywhere on account of its great durability.

PRICES.
2 in., \$1.75 ea. 3 in., \$2.00 ea. 4 in., \$2.25 ea.

SEND YOUR ORDERS TO
The Donaldson
Litho. Co.
CINCINNATI,
Sole Western Agents for
CELEBRATED WIRE
BROOM BRUSH.



This brush is manufactured especially for use with GUM BRUSH. It is the cheapest GOOD Brush you can find anywhere.

PRICES.
2 in., \$1.25 ea. 3 in., \$1.50 ea. 4 in., \$1.75 ea.

HUTCHINSON, KANSAS.

Kansas Billposting Co.

One of 100 boards in City.

HOOPES & McGEHE, Managers.

JORDAN ADVERTISING CO.,

Sign-takers, posters and sign makers. Open all hours. Day, evening, telephone 1-1414. Address: 222 Broadway, New York.

JOHN R. THOMPSON Yach. Paper and distributor
EASTON, MD.

SAN JOSE, CAL. POPULATION, 25,000.

CARD TACKER AND DISTRIBUTOR.

W. L. PARKER.

BRISTOL, PA. Population, 15,000.

Billposting and advertising matter done.

JOHN WALKER. One per

PRESS CLIPPINGS

are valuable to the editors of class and trade journals, to professional men, to students of science or history, and to every one who wants a collection of thoughts or facts on any subject. We're rather proud of the fact that our service is so complete and satisfactory that our circle of subscribers to our press clippings steadily widens. May we add you to the list?

NEW ENGLAND NEWSPAPER BUREAU,
146 Franklin Street, Boston, Mass.

— Business is Booming —



Prosperity is Here.

Get your posters, then send for me—*or*, send for me and then get your posters.

I make posters—strong, business-building posters—the kind of posters that stand out on a billboard head and shoulders above the general run of posters.

After you have ordered your posters I will place them for you anywhere in America, on the best billboards of the best billposters at their regular lowest prices.

As to New England—

Every city and town of New England of 10,000 population, and over can be thoroughly—even heavily—posted with 4,000 8-sheet posters, leaving a sufficient number to reserve for thirty days.

I will lithograph 4,000 8-sheet posters, in four colors, the very best posters that can be made at any price. I will pay the express charges on these posters to all towns. I will post every city of 10,000 and over, for a guaranteed, listed 10-day showing.

ALL FOR \$3492.

Don't misunderstand—I know you have been told that billposting is an expensive method of advertising, and you may think there is some trick in the above outcome. There is no catch of any kind; the simple fact is—billposting is the cheapest method of advertising as well as the best method. And the estimate above calls for a generous allowance of posters in every city and town in New England, and no charge for any portion of the service that is in any way unsatisfactory.

Leave All Details to 

Phone 2074-35.

Sam W. Hoke,

LONG DISTANCE BILLPOSTER,
251 Fifth Ave., NEW YORK
N. E. Ter., 2024 04.