C. F. FILBRICK,
Buffalo, N. Y.
Tenants v. Owners.

BILLPOSTERS’ CHAT.

The November number of "Preliminary Advertising" contains an article on the effect that bill posters are and charging some money to pay them in getting good service. The December number contained a reply, stating that the price is all right; that the bill posters themselves are at fault, where they fail to make copies.

Both articles were published herewith, and "The Billboard" would like to have an opportunity to discuss the matter with the individual parties concerned.

BILL POSTERS HAVE Excellent service. Thinking people who are interested in their business are doing an excellent job of advertising and should be encouraged. The advertising business is a large one and a fine one. Many who use advertising by the Billboard are doing an excellent job of advertising and will continue to do so.

At the last meeting of the Associated Bill Poster Association, it was decided to have a meeting in Chicago on January 6, 1926, and various ideas of how to improve the service were discussed. The meeting was well attended and the quality of the service was good.

Here is a copy of the 6,000 sign order for the advertising by the Billboard. The price is $2.00 per thousand, which includes the advertising in the advertising columns and the advertising in the advertising columns. The advertising columns are filled with the advertising of the Billboard, and the advertising is in black and white, and is of good quality. The advertising is in English, and the advertising is in the advertising columns. The advertising is in English, and the advertising is in the advertising columns.

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THE BILLBOARD

You Will Get Your Dividends.

During the month of January there is much news of a newspaper publisher that will have the pleasure of writing his checks across the bank of a dividend check, for the stock that he owns in The Arena Company. There have been a number of advances and recommendations presented to the stockholders in recent years, but we think that this is the most important of all. The dividend declared in the August number of "The Arena" was 50 cents per share, to be paid on the 15th of this month. It may make you happy to know that the stockholders in the Arena Company have now received dividends totaling over one million dollars. The dividend is an important factor in the success of the company. It is a good one, and you will notice that we have put a lot of money into it.

PROFESSIONAL ETHICS

We feel that you have a few of our readers who have been devoted to the interests of authors. They have shown themselves worthy of the confidence that has been placed in them, and they are worthy of the respect that has been shown to them.

BURRELL B. CHAPMAN; Cincinnati.

Additional Fair News.

The treatment of the public in regard to the activities of the Arena Company is usually good. We have known all of the authors who have been in this business, and we can say with certainty that they have been true to their patrons, and have made good. The authors are known to all readers who have been in the business, and are respected and admired by wealthy individuals who take their advice on matters of advertising and promotion. The Arena Company has been successful and is making a profit.

When the show arrives at home, they will be treated with respect and kindness. The people of the city will enjoy the company and will be proud to have had such a treat.

The Arena Company is a big company, and we expect to see many of the people who have been interested in it. The people of the city will be pleased to have such a show in their city.

With the show, the company will be treated like a king. The people of the city will be proud to have such a show in their city. The Arena Company is a big company, and we expect to see many of the people who have been interested in it. The people of the city will be pleased to have such a show in their city.
Distributors on Roller Skates.

By Sam W. Hoke

Some years ago, roller skating risks were all the rage throughout the length and breadth of the land, at which time, many of the experts in the art by side-circular deadbeat men did competitive races.

But the English people have gained in manufacturing a roller shoe that will be found in fact two small bicycles with pneumatic tires, mounted free and fast. The price, $5.00, seems a great many sales, but a few importers have a Russian car for sale, and a few bicycle roller skates, or "buffalo foot" cycle shoes, are frequently seen on the bookcards of New York and Chicago, keeping pace with speedily turning business.

Also, there is a man in a Western city, interested in distributing and plan-making, who was formerly a roller skating man, tells me he intends to control the two industries, and if so, then the shoulder and ordinary walking wheels.

This is a subject that interest inter-distributors.

A walk of ten or twelve miles a day, carrying a great bundle of circulars or circulars, will call for a hard day's work in itself, and if the man mounted on wheels can cover double the territory in the same length of time, and thereby double the ability, there will be added a new manufacturer of the world.

Aside from the utility of the idea, there is the fact that these two industries can meet in any town where they would certainly be welcome, and to be advertised as being advertised.

The Distributor and the Local Merchant.

About all the advice I have ever read in various trade journals to distributors just beginning business in: "Start out with the local merchant."
The advice looks right on the face, but experience has taught me to think the reverse, "Get your local trade first!" You might find as well advise a person to build a house on the foundation under it. One looks just as sensible to me as the other. My experience, and the experience of many successful distributors, will bear out my statement, that the local merchant is the best shop in the last customers you will get. It is all well and good to try to get the large retailer to bring the smaller retailer. Soliciting and getting are two different things. The former is the art of knowing all about distributing. When he has anything to sell, you write out the address of the last customer you will get. It is all well and good to try to bring the smaller retailer. Soliciting and getting are two different things. The former is the art of knowing all about distributing.

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Who 'Tis Items.

R. B. Douglas, Field Vice President of the I. A. D. of Ohio, today in his hometown of Columbus, Ohio, announced that his firm is joining a new, eight-state organization.

George W. Vannagni, Manager of the Vanagni Agency of Indianapolis and Muncie, Ind., has joined the I. A. D. of Indiana and has been named to the new officers of the organization.

ad 16. In Boston, the Massachusetts Medical Society has approved the new edition of the medical dictionary.

ad 17. In Chicago, the University of Chicago has announced the appointment of a new professor of philosophy.

ad 18. In New York, the New York Times has announced the appointment of a new editor.

ad 19. In Philadelphia, the Philadelphia Medical Society has announced the appointment of a new president.

ad 20. In Baltimore, the Baltimore Medical Society has announced the appointment of a new treasurer.

ad 21. In Washington, D.C., the National Academy of Sciences has announced the appointment of a new member.

ad 22. In St. Louis, the St. Louis Medical Society has announced the appointment of a new secretary.

ad 23. In San Francisco, the San Francisco Medical Society has announced the appointment of a new auditor.

ad 24. In Los Angeles, the Los Angeles Medical Society has announced the appointment of a new treasurer.

ad 25. In San Diego, the San Diego Medical Society has announced the appointment of a new secretary.

ad 26. In San Antonio, the San Antonio Medical Society has announced the appointment of a new editor.

ad 27. In Houston, the Houston Medical Society has announced the appointment of a new secretary.

ad 28. In Dallas, the Dallas Medical Society has announced the appointment of a new treasurer.

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Editor "The Billboard"

Dear Sir:

Enclosed please find postal order for $3, which will clear your account, and also your Christmas number since it was the worth the price of the subscription. I am glad to see that you are doing well and that you continue to be a valuable source of information for me.

Yours truly,

[Signature]

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Editor "The Billboard"

Dear Reader,

Thank you for your recent letter. I am glad to know that you are enjoying the information that "The Billboard" provides. I hope this issue will meet your expectations.

Best regards,

[Signature]
Editor "The Billboard"

New York City,

November 12, 1938

Dear Ladies and Gentlemen,

I am writing to you from my office at "The Billboard" magazine, where I have been working for the past ten years. I am writing to you because I want to tell you about the exciting news in the music industry that has been happening lately. I want to share with you my thoughts on the future of the industry and the role that we as musicians can play in it.

I have been studying the music industry for the past ten years, and I have come to realize that the industry is constantly changing. It is important for us as musicians to stay informed about these changes, so that we can adapt and succeed in the industry.

I have been working with many different musicians and producers, and I have seen firsthand how the music industry works. I have seen the hard work that goes into creating music, and I have seen the dedication that goes into promoting it.

I have seen the challenges that musicians face in the industry, but I have also seen the rewards that come with success. I have seen the joy that comes from creating music, and I have seen the joy that comes from sharing it with others.

In light of these experiences, I am now offering a new service to musicians. I will be providing you with a monthly newsletter that will keep you informed about the latest developments in the music industry. I will be writing about the latest trends, the latest technologies, and the latest events in the industry.

I believe that this service will be of great benefit to you, and I hope that you will take advantage of it. I look forward to hearing from you and working with you in the future.

Sincerely,

[Signature]

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Editor "The Billboard"

New York City,

November 13, 1938

Dear Readers,

I am writing to you from my office at "The Billboard" magazine, where I have been working for the past ten years. I am writing to you because I want to tell you about the exciting news in the music industry that has been happening lately. I want to share with you my thoughts on the future of the industry and the role that we as musicians can play in it.

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[Signature]
ADVERTISING RATES: Advertising rates on the Standard size of the Bill-Ad are 15 cents per line for 2 columns, 20 cents per line for 3 columns, and 25 cents per line for 4 or 5 columns. The smaller size of the Bill-Ad is 12 cents per line for 1 column, 15 cents per line for 2 columns, and 20 cents per line for 3 columns.

THE BILLBOARD. Published Monthly at 127 East Eight Street, Cincinnati, O., U. S. A.

For the editorial or business departments write to THE BILLBOARD PUBLISHING CO., Cincinnati, Ohio.

ADVERTISEMENT RATES: Advertising rates on the Standard size of the Bill-Ad are 15 cents per line for 2 columns, 20 cents per line for 3 columns, and 25 cents per line for 4 or 5 columns. The smaller size of the Bill-Ad is 12 cents per line for 1 column, 15 cents per line for 2 columns, and 20 cents per line for 3 columns.

BILLBOARD Advertising is sold at London's Newspaper Agency, 170 Regent Street, London. The agency is an office of Advertising, and is supplied by our own correspondent, who will also provide a full range of advertising services to the trade.

Subscription, $2.00 Per Year, In Advance.

January, 1899.

During the month past a gentleman who has written much that is valuable on advertising, called at the offices of "The Billboard." He was interested in advertising. He was, in fact, not averse to engaging in the work of constructing the science himself. He has already done much, very much. In another field in this direction—let us say, in the field of the science of a business which, at the moment, is making him the envy of the world—this gentleman has been a source of embarrassment and concern to advertisers. He found it impossible to adequately reconcile the ancient and modern observations of any one set of elements, and the error increased rapidly from year to year. Horden early suggested that some other planet caused these apparent irregularities, and upon the suggestion M. de la Salette, a French astronomer, entered seriously upon the task of determining the position of the supposed disturbing planet. He began by reviewing the theory of Uranus at the instance of M. Arago.

The discovery of the planet Neptune, one of the most brilliant of the numerous planets of the present century, was made on the 1st of January, 1846, by the American astronomer, J. C. Adams. The planet was observed by a large reflecting telescope at the Naval Observatory at Washington, D.C., on the 13th of July, 1846. The discovery of the planet followed almost immediately thereafter. He wrote to his friend, Dr. Gall, of Reuil, requesting him to search for the planet with the large reflecting telescope of the Berlin Observatory in the particular position to the heavens which he had tabulated. This letter reached Reuil, September 23, and the same evening Gall discovered the planet almost at the identical point pointed out. That was the achievement of a scientist, and the artists and artisans in the world could not have accomplished it. Art follows close upon the heels of science, but the latter leads the way in the search for new truths.

John Boy, of Clonmel, Ontario, used to be a druggist. He wrote the name of "Billboard" was a very pleasing number.

While the subject of good distribution is one that is held out for, they can secure pay which will justify them in doing perfect work; and, after doing one perfect job, the same customer will return frequently for the same kind of work at the same prices; whereas, on the other hand, the druggist's 25-cent preparation, either make no profit on his first order, or if he makes a profit, he seldom gets a second order from the same advertiser.

Mr. Leach, being asked if he had been consulted as to the quantity to be used, said, he would ask for possibly a gross of the small size, and probably a dozen of the large size.

The larger was very much astonished at the extraordinary sales that one distribution bed produced. Mr. Leach tells me that Munsen's man stop at every drug store to remove their distributee and sell for in which many ad of the scrap book was carried for that purpose.

They ask the druggist or their clerk if he carries goods of what is being done in the neighborhood, with the further information that all wholesale drug houses can supply Burkhart's Compound, and that, as calls for the remedy are bound to follow the distribution, he is advised to put in stock of the goods.

American Newspaper Directory.

The American Newspaper Directory contains all the leading newspapers in the world. The directory includes all the leading daily and Sunday newspapers in the United States, as well as many of the leading newspapers in Canada, Great Britain, and other countries. It is published annually and contains detailed information about each newspaper, including circulation figures, mastheads, and business information. The directory is a valuable resource for advertisers, publishers, and researchers. It also includes information about the advertising rates and advertising policies of each newspaper. The directory is an essential tool for anyone involved in the newspaper industry.
Friendly Overtures to N.S.P.A.

By E. J. Markham

The age of the billboard is passing. The day of the painted sign is a thing of the past. In its place, there is a new era of advertising which is based on the principle of direct communication with the public. The billboard is no longer a passive medium for displaying messages. It is now an active participant in the process of advertising, designed to capture the attention of the consumer and influence their buying decisions.

The billboard is a powerful tool in the hands of advertisers. It allows them to reach a large and diverse audience, regardless of their location. The billboard is also a cost-effective medium, as it provides a high return on investment compared to other forms of advertising.

In conclusion, the billboard is an important element in the advertising landscape. Its prominence and effectiveness make it a key component in any advertising strategy. As technology continues to evolve, the billboard will continue to adapt and remain a relevant medium in the advertising world.

The Billboard in All Its Branches — Outlining

CHAPTER I

Why true color is a system of skill required to make a color scheme to be noticed in a store window or on the street. In a store window the eye is attracted by the colors of the objects displayed. Now the eye is an important sense organ in the human body. It is used to see colors. To make a color scheme to be noticed, it is necessary to use colors that will attract the eye.

In the past, color schemes were based on the use of black and white. However, in recent years, the use of color has become more popular. This is because color can create an emotional impact on the viewer.

In this chapter, we will discuss the use of color schemes in advertising.

Sign Painting in all its Branches — Outlining

CHAPTER II

Sign painting is an art that involves the use of colors to create signs. In this chapter, we will discuss the techniques and skills required to create effective sign painting.

Sign painting is a versatile art form that can be used in many different settings. It can be used to create signs for businesses, public spaces, and private homes. Sign painting can also be used to create art pieces for display in galleries and museums.

In this chapter, we will cover the basics of sign painting, including the use of colors, shapes, and textures. We will also discuss the different styles of sign painting and how to choose the right style for your project.

CHAPTER III

In this chapter, we will cover the use of color in advertising. We will discuss the importance of color in attracting attention and creating an emotional impact on the viewer.

We will also cover the different colors and their meanings in advertising. We will discuss how color can be used to convey a message or create a desired emotional response.

In conclusion, color is an important element in advertising. It can be used to create an emotional impact on the viewer and convey a message. Sign painting is a versatile art form that can be used to create effective signs and art pieces.


By William Henry

With the advances in outdoor advertising, it is important to have a sign that is properly displayed on the billboard. A sign that is not clearly visible to the public will not be effective in attracting attention.

In this chapter, we will discuss the importance of maintaining an advertising business in small towns. We will cover the different techniques and strategies that can be used to make your business successful.

We will also cover the importance of developing a strong customer base. A strong customer base will provide the financial stability needed to keep your business running.

In conclusion, maintaining an advertising business in small towns requires careful planning and execution. By following the strategies outlined in this chapter, you can create a successful business that will attract attention and generate revenue.

ABC EM STY

HARTFORD CITY, Ind. Pop. 6,000.

Abigail, W. Abbott,alligator in the town.

C. W. Abbott, alligator in the town.

E. M. Gardner, alligator in the town.

M. Montella, alligator in the town.
How to Make a Fair Successful.

However strange it may appear, still it is no less true that the value and success of a fair is determined before the fair is even thought of. The setting, the location, the location of the fair, and the thousand and one details (the directors of the fair, for instance) all combine to determine the success or failure of the fair. The directors of the fair, in effect, are the financial superintendents of the fair, and the fair is as good or as bad as they make it.

The directors of the fair must make the fair, and the fair is what they make it. The directors of the fair must be the financiers, the business men, the men of knowledge, the leaders of the community. They must have the right spirit and the right attitude. They must have the right finance. They must have the right management. They must have the right men, and they must have the right plan for making the fair successful.

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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.

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

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 today.

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 cover everything from groceries to baby carriages, from gasoline stoves 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.
THE BILLPOSTER

MERCHANTS' BILLPOSTING CO. W. F. Williamson Prop.

ANOTHER NEW PLANT.
The Charleston Billposting Co., FULLER & BERNARD, Props., Licensed Billposters and Distributors, Office and Press, 508 Market St., CHARLESTON, S. C.

New billboards, experienced management, association work, all continued in a first class manner.

American Billposting Co., Detroit, MICH., are now occupying a space of eight large machines, with a carefully trained force of professional men.

AMERICAN BILLPOSTING CO.
101 8th Street, ST. LOUIS, MO.

I. R. E. M. R. is the number one publication for the Billposter, Sign Maker, and letter man.

THE MANHATTAN PRESS-CLIPPING BUREAU.
ARTHUR CASSIDY, Manager.
1201 W. 18th Street, CHICAGO, ILL.

Will supply you with all correct and up-to-date news of all the important advertising features, pasted and published here and abroad. Our larger clippings, priced 25c. each; smaller clippings, 10c. each. Ask for your sample of our clippings.

THE OWEN DISTRIBUTING SERVICE.
JNO. H. OWEN, Manager.
11 Shelby St., DETROIT, MICH.

Members of the Alliance of Licensed Billposters and Distributors, and the U. S. Manufacturers Billposters Association.

McDonald, Oakdale, Noblesville, Stargate, Midwest and Burgettstowe, All in Washington County, Pa. Pop. 30,000.

DISTRIBUTORS AND BILLPOSTERS.
We do your work right. It is so much more interesting to do ourselves. You can never be wrong or careless. We have a wide variety of work in stock, and we are anxious to do business.

AMERICAN BILLPOSTING CO.

BROOKLYN, N. Y.

PITTSBURGH, PA.

ALLEGHENY CITY, PA.

THOS. J. MURPHY, President.
BARNABY LINK, Genl. Manager.

W. P. FAY, Secretary.

THE BILLPOSTER

of a town ought to supply the town with all the news it needs. This trade belongs to the Billposter. It is his right.

OUR MACHINE

will enable you to do it. It will make the best paste to classify that passes over competition out of the market. Take a nickel and a postage stamp and we will tell you all about it.

J. H. DAY & CO.
144 S. Harrison Ave., Cincinnati, O.

Are you in want of Reliable and Nearest Services

BILLPOSTING OR DISTRIBUTING,
In city of 15,000, recent boards and locations in New Hampshire. All Associated B. F. Association H. K. and C. Peace.

J. F. HARRIMAN, Laconia, N. H.

500 Main Street.

WILLMAR BILLPOSTING AND ADVERTISING CO.
A. R. ANGLAND, Mgr.
Millers Falls, Mass.

'Veed posters, lettering and signs taken for Randell and Sheehan, Crandell, Fisher and others. Wholesale service, prices quoted on request.

ACCOUNTANTS.
A monthly magazine devoted to Accounting and the needs of accountants. It contains the leading papers of the American Accountants' Association, together with original inquiries and investigations. The most useful information is contained in this journal.

SCIENCE OF ACCOUNTS.
ART OF BOOK-KEEPING.
ACCOUNTANTS' ASSOCIATIONS in higher accounting and book-keeping are increasing. The Editor of Science of Accounts is continually purchasing and fixing up the best of the books for the Association.

UP-TO-DATE IDEAS PUBLISHING CO.
GRAND ISLAND, NEBR.

Who is the owner of the Rochester Times? The Editor of Science of Accounts has a list of all the important publishers and distributors of newspapers and magazines.

DROP A NICKEL

in an envelope addressed
ORB AD.

TO


WASHINGTON, D. C.

We publish the best work in advertising and printing. Our new catalogue of our work is now ready.

L. W. E. DAVIS.

BROOKLYN, N. Y.

R. W. SMITH, Manager.

BILLPOSTERS', PASTE BRUSHES.

The most practical brush made. Copper wired and protected corners.

Improved Light Weight Block.

GRAY RUSSIAN BRISTLES.

Quaker City, 9-inch, 25.00 per dozen, 2.50 each. Excelloc, 9-inch, 3.00 per dozen, 33.00 each.

ELEDDER & JENKINS, Brush Makers.

127 East 5th St., Philadelphia, Pa., U. S. A.

GRAY RUSSIAN BRISTLES.

Quaker City, 9-inch, 25.00 per dozen, 2.50 each. Excelloc, 9-inch, 3.00 per dozen, 33.00 each.

ELEDDER & JENKINS, Brush Makers.

127 East 5th St., Philadelphia, Pa., U. S. A.
Bill Posting and Circus Paste Brush.

The Extra Mikado Brush is the best made; constructed of ALL Pure Black China Bristles imported by us for the purpose, and especially prepared under a formula known only to ourselves.

We guarantee that our CHINA BRISTLES are more elastic and more durable than any other, consequently our MIKADO BRUSH will wear longer AND DO BETTER WORK than any other brush made. ALL OUR MIKADO ARE GUARANTEED. They are copper wired, with heavy nickel edge protectors and are great paper holders. Used by Barnum, Pantages and other leading shows, and highly recommended by Mr. R. C. Campbell, Chicago. Send the price and get a sample.

Locally in Texas which do not employ all of their time, are losing money by not being able to paint signs. We care not if you never had a lettering brush in your hands, you can paint good signs with our

Letter Patterns.

We are putting up outfits of letter patterns, cut from tough strawboard, assorted sizes and styles, with a view of doing the greatest amount of work with the least number of patterns, allowing 2 to 7 inches—11/4 to 11/2 inches—11/2 to 3 inches. Each outfit consists of 3 alphabets and a set of figures. Price, $3.00 each.

We have larger and smaller outfits at corresponding prices. Each of the outfits mentioned consists of over 300 letters and characters, which is less than a cost space. Can you afford to do without them? Think a moment and consider the amount of work you have lost by not being able to paint a sign. We will send postpaid a SAMPLE ALPHABET for 25 cents, size from 2 to 6 inches high. Some of the best sign painters use patterns, as they can do double the amount in the same time with them.

GCMARLY FREE.

Exemplar Sign Works
Picketington, Ohio.

R. H. FORGRAVE, Manager.

LEWISTON, I.O.U.A. The principal suppliers of a large supply of type, paper, envelopes, and all other supplies for printers and stationers.

W. M. ALLEN SMITH, Distributor and Sign Writer.
KIRKSVILLE, MO.

W. E. WARE, Distributor and Sign Writer.
KIRKSVILLE, MO.

Wilmington Bill Posting and Distributing Co.

WILMINGTON, DEL.
POPULATION OF CITY, 75,000.

JESSE H. BAYLIS, PROPRIETOR.

OFFICE: GRAND OPERA HOUSE.

The population of towns and adjoining

Bill Post Signs, Distribute, Tack up Signs, etc.

Type made to order. Free trial. Correspondence shall be kept in strict confidence and answer promptly.

GEO. CLIFTON, JR., 1020 West Street,
GRINNELL, IOWA.

DISTRIBUTORS AND GENERAL ADVERTISERS.
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.
ANDERSON, IND. POPULATION 27,000
Greatest Manufacturing City in the West.
W. M. FUNK
BILLPOSTING and DISTRIBUTING CO.
5000 feet of boards, centrally located, on street cars lines and at each depot.
Communicating with 1899, will distribute all advertising matter at 25, per 1,000, with uniformed men. Satisfaction guaranteed.
C. P. REYNOLDS, City BILLPOSTER.
WANTED--Subscribers for the preprinted billboards in the city. Population, 25,000.

W. Newell, City BILLPOSTER and Distributor, Now Building New Boards, Baker City, Oregon. POPULATION 7,000.

LIMA, OHIO. Has a healthy wide-awake city, starting rapidly with 2,000 population. W. C. Tinrell & CO.

HARKNESS & BILLPOSTER. New Stand, Location the Best. STOCKTON, CAL.

Here is where the advertiser gets his money's worth.--.
NORWALK and SOUTH NORWALK, CONN.
POPULATION 25,000.
HARRY B. BUSSING, CITY BILLPOSTER.
Distributing and Sign Painting. Send in any kind of--
OUT-DOOR DISPLAYS. Member Advertising Co. Association. OFFICE, WALL ST., NORWALK, CONN.

M. P. SHERMAN, BILLPOSTER AND DISTRIBUTOR.
RED BANK, N. J.
The A. H. Waltz Advertising Co., BILLPOSTERS AND DISTRIBUTORS. Sign Tacking and painted Advertising. Satisfactory service. All work guaranteed, protected and returned.

LACE CHARLES, LOUISIANA. Popular Lake Charles. Good, healthy town.

CITY BILLPOSTING AND DISTRIBUTING.
Address A. ADAMS, Capitol Theatre, Johnstown. - - Pa.

A SPECIAL OFFER

Business Publishing Co.

Send 15 Cents for a Three Months' Trial Subscription.

$3.00 a year, $5.00 a year in advance.

SUBSCRIPTION DEPARTMENT

Send All Communications to THE BILLBOARD, 210 N. 7th St., St. Louis, Mo.

JOHN T. WILLIAMS, W. F. WILLIAMSON.

SECRETARY AND MANAGER.
Northwestern BILLPOSTING CO.

346 MORRISON STREET.
PORTLAND, ORE.

SOUTH BOSTON, VA, POPULATION 10,000.

RICHARDS & TERRY, City BILLPOSTERS. Distributing and Sign Tackers. Good work guaranteed.

TRUCKEE, CAL.: A. M. PRENITZ, CITY BILLPOSTER AND DISTRIBUTOR.

Also Roe, Ovettos and Lake Tahoe City. SERVICES GUARANTEED.

JAMES E. CUNNINGHAM, THE ONLY LICENSED CITY BILLPOSTER AND DISTRIBUTOR IN BAKLDWINSHI, N. Y.

We have organized a special paste brigade and an efficient distributing corps, and can give unusual facilities in the way of billboards and advertising space. We bill fifty-five advertisers within a radius of seventy-five miles. We reach every house in our main lines route. Population of territory covered, eighty-five 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 can earn good pay in this way. Send for the proposition and judge for yourself. Portraits a specialty.

The Advertising World, Columbus, Ohio.

GOOD SERVICE! GOOD BOARDS! GOOD TOWNS!

THE AMERICAN CO., Bill Posters and Distributors.

Write us for prices.
Reference: The American Tobacco Co. Captains Fly By- nutritional
Lock Box 32, BOWLING GREEN, OHIO.

HUTCHINSON, KANSAS.

Kansas Billposting Co. Own all Billboards in City.

HOOFES & MCGEE, Managers.

JORDAN ADVERTISING CO., Distributors, publishers and advertising men.

THE AMERICAN CO., Bill Posters and Distributors. Start advertising in any town. For the price of the space.

MECHANIC FALLS, N. Y. MAIN.

JOHN R. THOMPSON, Postmaster.

SAN JOSE, CAL. POPULATION 23,000.

CARD TRACER AND DISTRIBUTOR.

W. L. PARKER

Press Clippings.

are valuable to the editors of class and trade journals, to professional men, to students of science or history, and to everyone who wants a collection of thoughts or facts on any subject. We're rather proud of the fact that our service is 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 St., Boston, Mass.

Billposters' Paste BRUSHES.

SEND YOUR ORDERS TO

The Donaldson Litho. Co.

CINCINNATI.

Sole Western Agents for the
CELEBRATED WINE BOTTLE BRUSH.

This brush is manufactured especially for us and is fully warranted. It is the cheapest good brush you can find anywhere.

PRICES.

8 in., $1.25 ea. 5 in., $1.00 ea. 2 in., 75c ea. 1 in., 50c ea.

This brush is manufactured especially for us and is fully warranted. It is the cheapest good brush you can find anywhere.

PRICES.

8 in., $1.25 ea. 5 in., $1.00 ea. 2 in., 75c ea. 1 in., 50c ea.
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 renew 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 30-day showing.

ALL FOR $3,492.

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 estimate. 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 2074-38. $am W. Hoke,

251 Fifth Ave. NEW YORK