

THE BILLBOARD.

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BEER ON THE BILLBOARDS.

BY SAM W. HOKI.

If there is any one article of commerce that appeals to every class and kind of people, that article is Beer. There are people, of course, who don't drink beer; there are some people indeed who do not eat meat. So I can't truthfully say that everybody drinks beer.

But beer is the drink of the masses, and it is the drink of the great middle classes, and, in bottles, it is not despised by the millionaire, who frequently prefers it to champagne. Everybody but the teetotaler drinks beer.

Now when the brewer begins to figure out some way by which his beer can be made known to and liked by every possible customer, it is only natural that he should turn to the billboard in preference to all other mediums.

The billboard is read by all the wealthy classes—they can't help it, unless they are blind; these people also read the newspapers, some newspapers, of course. The billboard is read by all the great mass of humanity known as the middle classes, a good share of whom also read the newspapers, some newspaper, some time during the week. The billboard is also read by the poor, the very poor, the people who seldom if ever see a newspaper; but they all drink beer—if they drink at all.

The usual reply by the average brewer when solicited to do advertising of most any kind, is that he must have the saloon keeper, that "no matter how much my beer is called for, the saloon that belongs to my competitor will not sell my beer." Certainly not. But the beer that is made popular is the one that has the call with the most saloon keepers; the ones whose trade is the most worth having are the ones that are going to flock after the brewer whose beer is most called for.

And this is where the billboard helps the brewer at both ends; it hits the drinker and the seller of the beer, and if the poster is a good poster it makes the saloon keeper want the beer almost as much as it affects the consumer. And after a dozen or so of his regular customers have asked for Gugenheimer's beer, "because that dandy poster girl says it is immense," the saloon keeper begins to think that he had better make arrangements to handle that beer.

All saloons, however, are not bound to a special brewer, and those that are not, are quick to lay in goods that are frequently called for, and that seem to deserve their popularity.

The brewer who does begin to use posters should not expect them to do everything; the poster, if it is the right kind, will pave the way; it will make the consumer want your beer, and it will make

the dealer want to sell your beer, but you must be ready to help the ad along; give it a helping hand by putting on extra forces of salesmen, canvas the trade thoroughly, tell them what you are doing and what you intend to do to help them if they sell your beer. The average consumer won't insist on having your beer at first, until he has had a chance to become acquainted with it, so you should use every legitimate endeavor to get your article on sale at the very first, so far as possible.

gested that this is better than "rubbing in" dry, because the paper needs some moisture to soften it and allow it to lay close to the board while the paste sets.

Klaw & Erlanger, who announced last month that the billboard must go, so far as they were concerned, have a play on this month at Wallack's Theatre here. As the bill posters have no grievance against Wallack's, Messrs Klaw & Erlanger unanimously allow this attraction to be billed.

populations of the towns, same as the plan adopted by the International and the Associated Associations.

At first glance this plan looks as simple as can be, and it would seem that there were no further need to write to an association member asking rates. A census report seemed all that was necessary.

But my friend Plummer, of Asheville, who is working on the International schedule, wanted to add in all the visitors, which shoves another cent onto his rate; and Bally Carroll says that all the suburbs belong to Albany, and swell the population to the 12c. mark. And George Castner says "Census be hanged, Syracuse has 130,000", instead of the measly little 85,000, as the government counters claim. The humorous part of the Castner claim comes in the fact that he was rather indignant that I should ask his rate when I had his beloved *The Bill Poster* to consult. And it was only when he called on me the other day that I knew his census ran so far above the government's.

Mr. A. L. Force, of Plainfield, N. J., made me a rate of 1c for 15 days and 12c for 30 days, which he claims to be regular association rates. I don't know what association I am sure.

But the Canadians seemed determined to avoid these difficulties; they provide that if the population shall have materially increased since the last official government census the member from that town may obtain a certificate from the town clerk, showing the population as taken by the assessor, and forward it to the secretary for consideration by the executive committee.

Editor of THE BILLBOARD:

My attention has been called to the fact that Ed. Stahlbrodt has been shipping out paper to the International members, and deducting 16 $\frac{2}{3}$ per cent. on all sums of one dollar and upwards. I wish to call the attention to Article XIX.

COMMISSIONS.
Middlemen, advertising agents, poster printers, and bill posters shall receive commissions on all paper sent out for general posting, provided they have personally solicited and secured same, and have worked out the necessary detail incident to its general distribution. Commissions:

10 per cent.	on all sums under \$5.00.
12 "	" " " of \$5.00 to \$10.00.
16 $\frac{2}{3}$ "	" " " over \$10.00.

International members are requested to live up to this schedule, and report any variations to P. F. Schaefer, President, 395 West Harrison St., Chicago, Ill.

Yours truly,
CLARENCE E. RONEY, Secretary.

D. R. Talbert, advertising agent of the California Fig Syrup Co., writes us that he cannot get along without THE BILLBOARD, and encloses his subscription.



JOHN CHAPMAN, Cincinnati, O.

In spite of the great competition in the business, still there is a good margin of profit in beer, and the brewer who will devote half of this profit for a year to a judicious use of the billboards will be surprised at the extraordinary results in increased sales, not only during that year but for subsequent years.

The season is again upon us when frozen paste on the surface of posters renders some very beautiful designs unreadable. This could not only be avoided but paste could be saved at the same time, by carrying a pail of clean water and an extra brush, to "rub in" with. It has been sug-

Competition in New York City has done more toward popularizing bill posting than any other one thing. Each of the bill posters has striven to out-do the others in locations and in well built boards, and the advertisers are attracted to the service on that account. And still there are people who will say that the oldest and strongest law of trade does not apply when it comes to bill posting. On the first of January a year ago, the bill posters here increased their rates, and it seemed that their business boomed all the more on that account.

The Canadian Bill Posters' Association have adopted a scale of prices, basing on

BILL POSTERS DEPARTMENT

We will soon change the name of BILLBOARD ADVERTISING to THE BILLBOARD.

J. O. Hearn, of Carbondale, Pa., also covers Forest City, Vandling, Mayfield, Jermyn and Archbald, adjacent cities.

Hamilton-Brown Shoe Co., of St. Louis, will shortly inaugurate a great campaign. They will deal direct with bill posters and cover the entire country.

The E. E. Sutherland Medicine Co., of Paducah, are contemplating advertising heavily on the billboards and have started right by subscribing for THE BILLBOARD.

Mr. Saville Johnston, of 104 Broad St., Boston is thinking of covering New England with twenty-four sheet stands, and would like to hear from bill posters in that section.

Fred. T. Alder, 24 W. 22d Street, New York, is an advertising agent who occasionally sends out some posting. It would be well for bill posters to get their names on his list.

Tillmann & Bendel, Baking Powder, Spices and Flavoring Extracts, San Francisco, are about to advertise extensively on the boards and by signs. Their efforts will be confined to the west.

Albert Weber, of New Orleans, writes that Van Buren & Co., of New York, sent him in January quite a large consignment of paper. If "you stick to me and I stick to you" that paper should have gone to Garlick.

Barnes, of the Southern Bill Posting Co., of Knoxville, Tenn., was a BILLBOARD caller Jan. 22. He reports that the Southern now owns the boards in all towns on the E. T. V. & G. R. R., between Chattanooga and Morristown.

"The value of Poster Advertising" a beautiful brochure sent out by the Dando Art Print, 34 South 3rd St., Philadelphia, will make many converts among advertisers. Bill posters who are thinking of getting up an enclosure for letters should send a two cent stamp for a copy.

If any of our readers possess a complete file of BILLBOARD ADVERTISING which they care to part with they can obtain a handsome price for it by communicating with us. We also want copies of November and December, 1894. Any one having either in their possession will please address us stating price they hold them at.

Bill posters who are really anxious to give commercial advertisers their best efforts will never post the same stand in

the same place twice in succession. When it is necessary to renew, do so with some one else's paper and give the stand needing renewal a new location. The work of course has to be relisted but it is worth it.

A circular which is now being sent out to bill posters by the International Ass'n of Distributors possesses peculiar interest for every knight of the paste brush who adds to his income by distributing. Every bill poster who does house to house distributing will be deeply interested. If you have not received one address, with stamp, W. H. Steinbrenner, 811 Vine St., Cincinnati, O.

W. J. Morgan & Co., of Cleveland, O., deny that they have issued a circular letter stating that they wished to deal direct with bill posters. They wish us to correct the article appearing in our January issue. They did not authorize the paragraph and fear it will put them in a bad light with the bill posters. As a simple matter of justice to the gentlemen we would state that the paragraph was sent us by a correspondent and accepted by us in good faith. As it was news of interest to bill posters we published it, we can only say that we deplore the incident greatly.

The Capital City Bill Posting Co., 52 State St., Albany, N. Y., expect to handle considerable paper for general advertisers, and would like to hear from bill posters in all sections with terms, etc. They have applied to the International for a sanction as solicitor. They also suggest that bill posters in general will do well to dwell at greater length upon the merits of their specially good locations.

They advise a description of the board, points of interest in the neighborhood and above all things a careful estimate of the number of people who pass it daily.

The *Bill Poster* for January is before us much improved typographically and in its general make up. It is a very handsome publication, indeed, in its present form. Our English consins are to be congratulated on the change.

The editor is very amiable over the appropriation (to use a mild term) of his title and abandons all claim to priority. The fact is, however, that neither of the parties on this side were aware of the existence of the Pontiac or Kalamazoo publications until the recent controversy sprang up.

After both the aforesaid publications had been abandoned the English paper came into existence and had built up quite a circulation in America. This is a fact which cannot be denied, and the continued use of the title by the American journals is an evidence of very bad taste.

Canada.

We have received numerous communications of endorsement relative to our article on the Canadian tariff on posters, but up to this writing we had no word from the officers of the Canadian Association. A petition would be inexpensive and it might do a great deal of good. It would be stronger and more effective if it emanated from the Canadian organization, but if they do not care to take the matter up, we will do so.

Every bill poster in Canada would be benefitted by a reduction of the duty to a just and equitable figure and the poster printers would not suffer the loss of a dollar's worth of business.

Joseph Auld, in January *Fame* tells at great length what he does not know of the value of posters.

Chamberlain Barhydt & Co., city bill posters at Peoria, Ill. recently run foul of the Building Inspector of that city. It seems that they attempted to erect a bill board in violation of an ordinance, and when ordered to stop defied the authorities. Their men were arrested, bailed out and set to work again; re-arrested, bailed out, etc., until four separate cases had been rolled up against them. A magistrate fined them \$25.00 and costs in each of the cases. An appeal was taken to test the constitutionality of the ordinance.

The Encyclopedia of Advertisers, compiled and published by the Publishers Guide Co., of St. Paul, Minn., is a handy and useful little book that ought to be in the hands of every bill poster in the country. It contains a list of over 4,000 general advertisers together with their addresses and their ratings. A mere glance suffices to ascertain those that are good and those that are dead beats, those that pay promptly and those that are slow. It costs but one dollar and is easily worth ten times that amount for circularizing purposes. The price includes the *Publishers' Guide* for one year, which gives a list of new advertisers monthly. Remember the price, \$1.00. Send it to the Publishers' Guide Co., 391 Minnesota Street, St. Paul, Minn. It is really a good thing.

It is only a matter of a short time before service will have to be re-classified. It is already badly needed. Advertisers who go about and pick out the locations they desire in advance, ought to pay for the privilege. Such services cost the bill poster considerably more than the ordinary run of the boards. In many instances his boards are unoccupied for several days in order to accommodate his client. Newspapers charge from 20 to 40 per cent. advance for preferred position, and service of this kind on the boards is equivalent to the same thing. It should be termed 'selected service.' We would then have three different kinds of service, viz.:

1. Selected service protected and renewed.
2. Run of boards protected and renewed.
3. Spotting and sniping unguaranteed.

Circuses would then see plainly that they were not unjustly discriminated against, and it would be a good thing all around. This matter should be taken up at the next convention.

TIPS.

Every bill poster should communicate at once with the following firms if only to send them a circular and list of locations. They are all posting:

D. K. Talbert, 116 and 118 Randolph St., Chicago, Ills.
Herman Just, Tennessee Centennial, Nashville
Lufman & Wilburn, 217 E. 2d St., Cincinnati, O.
Washburn & Crosby Milling Co., Minneapolis, Minn.
Heintz & Co., Pittsburg, Pa.
D. G. N. McLen, Huntington, Ind.
Pillsbury Milling Co., Minneapolis, Minn.
Evans Chemical Co., Cincinnati, O.
Anheuser-Busch Brewing Co., St. Louis, Mo.
Moorlein Brewing Co., Cincinnati, O.
Pabst Brewing Co., (write A. Cressy Morrison) Milwaukee, Wis.
Waverly Bicycles, (write G. H. Haulenbeck) Agency, New York.
Ceraline Mfg. Co., Indianapolis, Ind.
Cobb, Bates & Verza, Boston, Mass.
The John Kaufman Brewing Co., Cincinnati, O.
Michigan Counsel Co., Jackson, Mich.
The Athlaphorus Co., New Haven, Conn.
Peets Bros. Mfg. Co., Kansas City, Mo.
American Tobacco Co., 507 W. 23d, New York.
Coca Cola Co., Atlanta, Ga.
Booth's Inhaler Hyomei.
E. E. Sutherland Drug Co., Paducah, Ky.
C. I. Hood & Co., Lowell, Mass.
Cutrice Bros., Rochester, N. Y. Stahlbrodt
Campbell Preserving Co., Camden, N. J. Gude.
Cargill & Co., New York City.
Woolson Spice Co., Toledo, O.
New York Journal, (write Giffan & Shaumnessy) 11 Astor Place, New York City.
Cincinnati Southern Railroad, (write Burl B. Chapman) Cincinnati, O.
T. A. Snider Preserve Co., Cincinnati, O.
Sterling Remedy Co., Indiana Mineral Springs, Ind.
Muscatine Oat Meal Co., Muscatine, Ia.
Wool Soap, (Eastern bill posters write Munson) New York.
Wool Soap, (Western bill posters write Schaefer) Chicago.
Wool Soap, (Pacific bill posters write Ad-Signs) Co., San Francisco.
Liggett & Myers, St. Louis, Mo.
Beeman Chemical Co., Cleveland, O.
Swift's Specific Co., Atlanta, Ga.
Beussdorf, Cocoa, Gude, New York.
Chicago Record, R. C. Campbell, Chicago.
New York World, New York.
Wheeler & Wilson Sewing Machines, R. C. Campbell, Chicago.
Insecticide Co., Cincinnati, O.
Keaton Baking Powder Co., Cincinnati, O.
Dr. J. H. McLean Medicine, St. Louis, Mo.
The Cello Celery Co., Palmyra, N. Y.
Postentine Gum Co., St. Louis, Mo.
P. J. Cannon, 75 Fulton St., New York.
H. O. Co., Park Place, New York.
Powell, Smith & Co., Kingston, N. Y.
Walter Baker & Co., Dorchester, Mass.
Gillies' Coffee, Hoke.

Purely Personal.

Zack Houllier, of Houllier Bros., managers of the Mankato theatre, recently amalgamated with C. H. Corbille, Jr., the secretary of the Minnesota Bill Posters Association, under the title of The Mankato Bill Posting Co. The new firm writes as follows, viz.: "We control all desirable locations in Mankato and surrounding towns. We have a population of 15,000 and things look bright for the new year. Mankato is the wheat center of the United States, and we now have the best one night stand in Minnesota in the show business. We have made new leases for advertising space upon new union depot one stand 20 feet long will be placed just as soon as weather will permit. We will make a specialty of paint stands. A regular bill posting wagon will be a new addition in March. We have just finished a new hand painted stand in color poster style for the Hart Shoe Co. We get cents per square foot for this kind of work. We are not members of the International Bill Posting Association, but will be as soon as our application is accepted. The will of J. Q. A. Chapman, the veteran bill poster of Cincinnati, disposes of a \$100,000 estate, but no mention is made of his son Barrell. He was on good terms with his father, and the remaining members of the family, but is not given a cent. Barrell, with the consent of all concerned, will file a suit to set aside the paper, not on the ground of undue influence, but rather because of misapprehension. Henry Charvat of Chillicothe thinks THE BILLBOARD is immense. Jim Cronan stated the New Year fight. He ordered three subscriptions to THE BILLBOARD, one each to Cronan, Denver; Curran, Pueblo and Curran, Colorado Springs. J. G. Claus of Plattsmouth, Neb., owns the boards at that point. P. G. Stant of St. Louis, attended the International Meeting at Cincinnati, January 4th and 5th. Chas. A. Kandenbush of Mt. Carmel, Pa., will soon join the International. E. Moreland, Semerel Center, Mich., is an enthusiastic admirer of THE BILLBOARD. Geo. P. Rowley of Le Roy, Ills., is highly endorsed and recommended as an experienced and reliable bill poster. The Athia Bill Posting Co., box 277, Africa, Ind., is a new one. F. E. Monroe, City Bill Poster at Oswego, N. Y., also deals in Canadian unbleached ashes, one of the best known fertilizers. Frank R. Stone of Middleburg, Va., has invented a patent billboard that looks practical. Riggs Bros. of Higginville, Mo., have 50 feet of boards, the population is only 5000. Ed. L. Brennan of Mt. Carmel, Ills., has announced his intention of joining the International Bill Posting Association. H. Bossemer, box 105, Superior, has made application to the International Bill Posting Association. The W. B. Husted Adv. Co. of Mansfield, Pa., is a new venture at that point. See the Advertisement in another column. J. F. McNay, of Hol

S. Dak., offers 25 per cent commission work he receives from bill posters whose names appear in THE BILLBOARD.—H. E. Kood, Cheyenne, Wyoming, assures us that he is a member of THE BILLBOARD.—James F. Dubuque, has a motto on all his letter heads: "A place for every bill and every bill in its place."—Not held had when you think it over.—P. Bates is Batavia's (N. Y.) bill poster.—Moreland, Somerset Center, Mich., says he never misses a single copy of THE BILLBOARD, and where he is.—F. A. Kupper of Logan, Cal., shows the boards and manages the operation at that point.—F. S. Simpson & son of Avon, the son, have filed their list of holdings with the secretary of the I. B. P. A.—C. F. Cripe of Athens, O., is considering uniting with the International Bill Posting Association.—E. C. Othong, tax collector at Woodstock, Ill., will start a bill posting plant in that city just as soon as he is accepted by the International Bill Posting Association.—Bill poster W. K. Maguire of Boston, Conn., has been going through a very unpleasant experience. On Thanksgiving Day he cut his left hand on a broken lamp chimney and it was supposed at that time that all the pieces were removed, two weeks later an operation was performed and a piece of glass one inch long was found and removed. The hand did not feel right, however, and in spite of the physicians' protests that all the glass was out, Mr. Maguire insisted that there was more to be gotten out and at last N. Ray taken, which showed two pieces of glass deep in the wound. The next day two surgeons started to remove it and after 15 minutes cutting, found one of the pieces, but the other was too deep, and after two and a half hours work gave up and the glass is still in the hand. A second N. Ray picture reveals the glass in a somewhat different position, and the surgeons advise to keep the hand quiet until the wounds made in the operations, are healed, and then take a third picture, by the aid of which it is hoped the piece can be found. In the meantime Mr. Maguire is totally disabled, but the bill posting in Thomaston is going on just the same, as Mr. Maguire has experienced men who can do the work.—R. K. Brown of New Albany, Ind., is thinking of joining the I. B. P. A.—Knight & Gordon of Winterset, Iowa, have 50 feet of boards and a mile of hair ground fencing.—W. E. Hurst of Middleboro, Ky., will soon put up a line of boards at that point.—C. R. Rowland of Augusta, Ga., has a nice tin and local commercial work.—Chas. P. Miller, the well known poster salesman, has gone into partnership with Edgar J. McInyre at Albany, N. Y.—M. P. Kingsley bill poster at Rutland, Vt., is a recent subscriber of THE BILLBOARD. He is a painter and decorator.—The current bill posting co. of Philadelphia, Pa., send in the following: "We are pushing all of our local merchants, in the 15 towns of our circuit, to use the boards. We are to erect a lot of new boards for the spring. We can now use 50 sheets in Philadelphia. The smallest town of our circuit is 2000. We are posting three sheets for Ellis Brand's sons, also one sheet, three sheets for Hean's shoes, one sheet for Ladd and Silver Brand of Shirts, one sheet for Mrs. A. J. Trone, Millinery. Tackling signs for Hamilton Brown Shoes and for Schneck & Newman. Distributing for Dr. Miles. E. H. had, Ind. We also control all theatre programmes in our circuit."—Hang your banners on the outer wall, says C. O. Schmitz, Brazil, Ind., has it in his letter heads.—Chas. E. Long of Marquette, Mo., expects to start soon in the bill posting business.—Wm. Cook, Fulton, N. Y., besides being a bill poster runs the baggage and express line.—Lawyers, Mass., has an enterprising bill poster in W. W. Wakefield. He also owns boards in Georgetown, Topsfield and Middletown.—The McLaughlin Photo Bill Posting Co. of Cripple Creek, Colo., advertise that they have boards in Colorado Springs.—W. L. Millham & Co. of Vonkers, N. Y., have issued a new location list that is very attractive. The arrangement is especially pleasing and bill posters in general can adopt the idea with profit.—According to George Cramer, the population of Cambridge, Pa., is 11,000. H. C. Conry says he is the only licensed city bill poster at Ferris, Tex.—Geo. S. Thies of Birmingham, has secured the contract to bill the Birmingham Mardi Gras Carnival.—Whitmer, of Buffalo, says he is tired of associations.

Advertising Agents

Our correspondent draws attention to the above question, which is one well worth discussion. What constitutes an advertising agent? The middleman who comes between the advertiser and the method by which he advertises? would seem to be the simple answer to such a question. But when the advertiser employs no middleman, but sends out his work direct, is he to be looked upon as an "advertising agent?" It is a growing difficulty for bill posters to determine who is an "advertising agent." Is a man entitled to be called such who acts as the representative of one firm, and one firm alone? If so, he is entitled to a commission? We feel compelled to answer both questions in the negative. Such a man is the servant and the representative of his firm, is already paid by his firm for what he does for them, is instructed by his firm to expend a certain amount of money in a certain way, and is not an agent at all, nor is he entitled to a commission. The newspapers have had to answer this question for years past, and they now generally require a very clear proof that an agent is acting in a bona-fide capacity as such, before they will allow him a commission. It is recently that the question has assumed a new aspect with bill posters, but it has now

to be faced, and dealt with in some way, or, as things are now going, every advertiser will soon claim to be an agent.

The "agent" does something for his commission. He is, properly speaking, what our American consuls call a "solicitor." He lays himself out to "solicit" work, to induce advertisers to use the channel of publicity which he recommends, he spares neither time, money, nor effort in his endeavours to secure that the advertisers' appropriations are spent on bill posting. Sometimes he is doing this for months, and even for years, before his suggestions and his efforts bear any fruit at all, and, occasionally, they never do so. At other times the firm is moved by his arguments to take action on the lines he suggests, but steals his plans and puts them into operation on their own account. Is it, then, fair that a partner or an employer or even the firm itself should step in and reap the benefit of the seed so carefully sown? When success does crown the agent's efforts, he is fully entitled to a fair reward, and no bill poster will grudge him his commission; he has fairly earned it, he has saved the bill poster perhaps the expense of employing an agent of his own, and thus it becomes cheaper to him to have such a one voluntarily undertaking the work and being paid by results, rather than he should himself have to send a man to attempt the same thing, who would have to be paid whether he succeeded or not. The partner or employer or agent of the firm itself has had none of this work, and is not entitled to the same payment as the agent or solicitor of the bill poster who has done it.

Then, again, there is the question of security. The agent takes the risk. There have not been wanting cases where the agent has failed to pay, but that does not affect the principle. If the agent sends the paper out, the bill poster looks to him for the money, whether he himself receives it or not, and although the agent will exercise all care and diligence not to give credit where he feels it would be unsafe to do so, yet without doubt he does run a certain amount of risk, and that risk should be fairly met by an allowance on the part of the bill poster of some concession as to price which will cover it. Does the man who acts for the firm of which he is a partner or employer run any similar risk which entitles him to be called an agent? Not in the least degree. He is not responsible, but only the firm on whose behalf he acts. In this sense, again, neither he nor his firm are "agents." Again, the agent is an expert, or should be. If it is not, the advertiser should not make use of him. He has studied the matter and has had a large experience which has cost him something. He places at the advertiser's disposal this valuable commodity he possesses. It does not cost the advertiser anything, but it enables him to put contracts before the bill poster in an intelligible form. The partner or employer who sends work out direct from the firm is often a mere tyro, giving the bill poster a vast amount of trouble by his lack of rudimentary knowledge of the technicalities of the business. We say nothing of the inspection which all efficient agents undertake at their own expense and of the clerical and other labor required in sending the contracts out, but we contend that the commission paid to such is well earned, but the firms who send out their contracts direct are not entitled to be treated as agents. They are to all intents and purposes principals, and should not be paid any commission. What we have said on this matter is based on the assumption that the price quoted to the middleman is the same as that quoted to the firm who do their advertising direct. If it is not so, and if the price quoted to the firm is more than that quoted to the middleman, the whole question bears a different aspect. We think it should be more. In our judgment the advertising agent or middleman who finds the work for the bill poster is entitled to the very lowest terms, but each and every one of them should be accorded the same terms. There should be no difference made between one middleman and another. Then, if to the direct advertiser a slightly increased charge is made, there can be no reason why a discount should not be given, say a progressive discount within certain limits for a larger quantity or for a longer period or for both. We consider this subject is both important and interesting, and shall be glad to have our readers' opinions upon it next month.—Bill Poster, London, England.

If a poster is a good advertisement, a painted bulletin or a mural sign must be good also.



Erie got the Walter Maine work again.

Frances & Valentine, of San Francisco, were partially burned out Dec. 28.

Geesaman & Murphy, of Minneapolis, printed the Washburn & Crosby posters.

It is said that Leibler & Maass will soon be on their feet again and in better shape than ever.

Hennegan & Co., of Cincinnati, have added largely to their line of poster type, especially lower case.

The Great Western got a liberal slice of the Ringling work this year. Edwards is making the big plant boom.

The Enquirer Job Printing Co., of Cincinnati, were uncomfortably close to a disastrous conflagration recently but escaped without even being singed.

The annual meeting of the stockholders of the Strobridge Lithographing Company was held at the office of the company on January 11th. Directors were elected.

The Donaldson Lithographing Co., of Cincinnati, have just issued a new catalogue of their syndicated posters. It is the largest book of the kind ever printed.

As the Show Printers' Association is dead, it would seem that the best thing the poster printers can do is to unite with the International Bill Posting Association.

Dando is sending out an advertising booklet that is about the best thing in its way we have yet seen. It is called "Value of Poster Advertising" and besides the illustrations contains some very potent arguments in favor of the pictures on the wall.

The Springer Litho. Co., of Columbus, O., is a new one. They will make a strong bid for circus and theatrical work. The Springer is not John Springer but a Columbus man. Goldsmith formerly of the Diamond Litho. Co., of Minneapolis, is identified with the new venture.

Much comment is heard among managers of specialty and burlesque shows over what they term coercive measures instituted by the Miner Litho. Co. Showmen of this class are given to understand that shows that patronize Mr. Miner's printing house are given preference at his theatres over those that do not.

The death of Commodore Tooker, some months ago, and the succession of his son to his interest, is now followed by another change, in the firm of the Metropolitan Job Print, of New York.

For years and years (some folks would say for centuries) Philip Dillon has, rain or shine, hot or cold, opened up this establishment along somewhere about six o'clock every morning; as he lived miles away, over in Brooklyn, no one ever dared to guess the hour he breakfasted.

The old gentlemen, now nearly 80, will

have to find some other morning amusement in the future, as he has sold his interest to Mr. George Cook, and retired from active work.

H. I. Ireland, 925 Chestnut Street, Philadelphia, has produced, in miniature form, a handsome pamphlet showing some of the best of his three-color art poster, absolute fac similes of the originals, the latter being 15 1/2 x 22 inches in size, with an assortment of nearly 200 designs to select from.

The posters are sold direct or through agents, who can buy them printed in blank and fill in the advertising matter at their home printing office, or Ireland will do the whole job, charging extra for the actual cost of composition.

These colored art posters are real novelties, and if samples were shown to merchants and business men we believe they would go like hot cakes.

Personal Mention.

Huntley S. Turner, of Ayer, Mass., Poster Printer, has a business which dates from 1843, when it was originally founded by Geo. H. Brown.—C. W. Guidele, Treasurer of the Central Printing and Engraving Co., of Chicago, advertises "foreign languages a specialty"—not bad by the way we will wager the phrase brings many an order.—The California Fig Syrup Folder made by the Calvert Litho. Co., is a gem; a great improvement over the one used last year.—The acme of artistic printing is The Inland Printer for January. If you have not seen it send for a sample copy at once. 25 cents each. Address The Inland Printer, Chicago, Ills.



DONAT J. LEFEBVRE.

Mr. Lefebvre, the subject of this sketch, was born on the 2nd day of March, 1872, in a little hamlet near Quebec, Canada, but while still a babe his parents emigrated to Manchester, N. H., where he has since lived. After having obtained a public school education, he worked a couple of years in the cotton mills in that town but left there as soon as a shoe factory was established. He got employment there, and after many vicissitudes he managed to learn the trade of shoe cutting, and to-day, should he feel disposed to return to that line, is able to do as good work as the best of them. In 1895, finding the work too confining and his health failing he entered in the distributing business as more remunerative, and if persistent effort to give prompt and honest service is a guarantee of success, then he is sure of a successful career, as none but the best work is done. Besides his long residence in the city had enabled him to put out the work just to suit the advertisers, as he knows the city thoroughly. He is the Press Agent of the International Association and is working hard for its success. Amongst his many patrons are the Wells Richardson Co., the Dr. Miles Medical Co., and the Birney Powder Co. He is also local agent for the Donaldson Litho. Co. posters.



The Renova Chemical Co., 66 Broadway, New York, will entertain offers for barn, wall and bulletin space. Write them.

Cobb, Bates & Yerxa, of Boston, are advertising Breakfast Food in a small way. They figure close but are prompt pay.

The G. H. Hanlenbeck, agency, New York, place the advertising of the Waverly Bicycles. They intend to cover the entire country.

G. F. Henblin & Bro., of Hartford, Conn., are buying sign space for Apple Honey, a new article that they are putting on the market.

Ceraline Flakes, a food product manufactured by the Ceraline Mfg. Co., of Indianapolis, Ind., will paint throughout Ohio, Indiana, Illinois and Kentucky.

The Celso Drink Cure Co., are advertising a new cure for dipsomana, called "Anti-potu." They are located in the Chamber of Commerce Building, New York.

Salva-rea is beginning to appear on the eastern bulletin boards. This firm is also using wall space and barns wherever they can procure them. Sign Painters should write them.

"Hints on Mechanical Signs," by John Etch, in the *Painters' Magazine* for January is a timely and valuable article which should be read by all sign painters. 15 cents. Address William O. Allison, 84 William St., New York.

Aluminum leaf is coming into high favor with sign painters. It has a number of advantages to recommend it. It comes in large books, four by six inches and a book of it costs less than half the price of a book of gold leaf and goes five times as far. Aluminum leaf on yellow, cream, red or orange grounds is particularly effective.

Vol. 1, No. 1, of *The Brush* is before us. It is without doubt the most unique publication ever projected. The edition (special Christmas) consists of one copy, but is very handsome for all that. It is the work of the employes of Seibe & Green and published in their interest (?). It was on exhibition at the meeting of the Protective League and International Bill Posting Association and excited much interest and comment.

There is not a sign service shop in the country where it would not prove a welcome visitor and to that end THE BILLBOARD proposes that it make a tour of the country. If agreeable Messrs. Seibe &

Green may start it on its travels by mailing it to Jas. A. Curran, who after examination may send it on to P. G. Stont, St. Louis, and so on along the following route, viz.: The R. J. Gunning Co., Wabash and Van Buren Sts., Chicago, Ills.; Ph. Morton, 333 W. 5th St., Cincinnati, O.; Melvin Sign Co., Detroit, Mich.; C. S. Hough-taling, 3 Park Place, New York; Boston Adv. Co., 8 Bromfield Place, Boston, Mass.; O. J. Gude, 113 W. Broadway, New York; Wm. Johnson, Philadelphia, Pa.; Reeve & Fitzpatrick, 136 S. 8th St., Brooklyn, N. Y.; The Acton Burrows Co., Toronto, Ontario; G. G. O'Brien, Pittsburg, Pa.; Bour & Co., 59 Dearborn St., Chicago, Ills.; The John Chapman Co., Cincinnati, O.; T. M. Lewis & Co., Temple Court, Chicago, Ills.; L. H. Ramsey & Co., Lexington, Ky.; W. F. Williamson, 113 W. 6th St., St. Louis, Mo.; Thos. Cussack, Blue Island, Ave., Chicago, Ills.

If Messrs. Seibe & Green will merely start it off THE BILLBOARD will guarantee that it will make the round safely. In the meantime if there are any other shops that would like to have a visit from this unique and amusing wanderer we will put them on the list next month.

Value of Dead Walls.

Some years ago it was discovered that dead walls and roofs in this city had a value that the tax assessors didn't take into consideration, and the discovery developed a set of men who made it their business to secure options on all desirable spots and hold them for a rise in the market. The dead walls and roofs were in demand for lithographic advertisements ranging from Dr Cureall's pills to the latest melodrama. There are scores of brokers now who deal exclusively in dead walls and advertising spaces, and some of them have grown wealthy in the business. They keep a sharp lookout for all improvements in old buildings or plans of a new building that give promise of a dead wall, or of a temporary wooded fence on which lithographs may be displayed. The bill poster buys the advertising rights on these places, and then he rents them out again at from 200 to 500 per cent profit to the theatrical agents or patent medicine men, as the case may be. For instance, a manager of a theater not long ago paid a bill poster \$125 a month for the right to advertise on a board fence around a big building that was being constructed in the Tenderloin district. A bill poster who has grown old in the business said not long ago that there wasn't an available dead wall in New York that wasn't controlled by bill posters. Some of these energetic advertisers send agents all over the city at intervals to decorate every ash barrel with little dodgers that are known as "snipes."—New York Times.

Origin of Signs.

An interesting story is told in connection with the familiar red, yellow and green vases that brighten the windows of drug stores. The custom of placing them there originated with an apothecary who found himself one night minus the red light with which tradesmen of his class were accustomed to ornament their store fronts. To make up the deficiency he got a bottle of red liquid and placed a candle behind it. The effect pleased him so well that he decided to improve it by placing a second red light in the window

with the aid of another bottle of red mixture and an additional candle. This sign made such a brave showing that an envious rival cast about for means of improving on the sign. He hit upon the scheme of placing a bottle colored with yellow fluid beside the red one, and then surpassed his previous effort and carried all before him by placing a green bottle beside the yellow. The three made a sign that caught the town, and all the druggists quickly fell into line. The bottles were replaced with the handsome vases at present in use, and the druggist's sign was here to stay, to brighten the dingy streets of town and village.

Few among the unfortunates who pass beneath the three gilt balls into the sorrowful interior of a pawnbroker's shop stop to consider the meaning of the yellow sign. The pawnbroker's symbol came from the sign used by the Lombard bankers, who took it from the sign used by the Medici family of Florence. The founder of the house had been a medicus or physician; his descendants became bankers and brokers, and the sign they adopted was based on the pills that were dispensed by their ancestors. As they had become rich in their calling, it was necessary that the pills should express something more than the mere decoctions of a physician, so they were done in gold and in that shape the three "pills" can be seen swinging over the premises of every pawnbroker to-day. The golden pills were used as a coat of arms for the descendants of the Medici family, who became nobles, but it is not probable that any family of noble birth and up-to-date ideas has continued the use of three balls as its heraldic device.

Among the armies of unshorn individuals who daily seek the familiar red and white sign of the barber, few know the meaning of the parti-colors on the pole. Probably not one barber in a hundred could tell you himself what the colors signify. The origin of the sign dates back to the days when bleeding was the favorite remedy of physicians. When a little blood-letting was prescribed, the barber was the man to do it, as he combined his business with that of surgeon. The barber's sign was adopted, as it is in existence to-day, because the red symbolizes the blood that the barber drew from his patients in the interest of the public health, while the white on the poles stood for the white bandage with which the wound was bound up after the clumsy operator had drawn the prescribed quantity of red fluid.—Chicago Grocer.

Personal Mention.

The Milner Sign Co., are located at Wyoming, Iowa.—J. E. Williams, of the R. J. Gunning Co., of Chicago attended the International Meeting at Cincinnati.—The Mankato Bill Posting Co., have instituted a painted bulletin service.—Sign painters should bear in mind that they are eligible to membership in the International Bill Posting Association. Clarence E. Runey is Secretary; his address is Waukegan, Ills., write him.—Long Branch Adv. Co., make a specialty of road side advertising.—M. P. Kingsley, 48 West Street, Rutland, Vt., paints and posts in that city.—C. M. Smith & Co., of Branford, Ontario, own and control 4,000 feet of art bulletins, all tongued and grooved.—E. A. K. Hockett, publisher of the sentinel at Fort Wayne, was the highest bidder for the Court House fence in that city. It is purely a speculation with him but promises well.—Armstrong & Mitchell, of Columbus, Ohio, style themselves "brush advertisers."—Reeve & Fitzpatrick, 136 S. 8th Street, Brooklyn, paint walls, barns, bulletins, fences, etc., anywhere in the States or Canada.—The souvenir paper weight sent out by the R. J. Gunning Co., of Chicago, is at once the best and handsomest advertising novelty of the year.—C. S. Hough-taling is to spring a new scheme of some kind about February 1st. "Hote" says it's a corker.—L. D. Hoffer, Meridian, Miss., does barn and fence signs throughout the country adjacent to Meridian.—J. C. Bartlett and Fred Leach, of Jamestown, New York, paint barn and fence signs besides operating a bulletin plant of 1,500 feet of space on thoroughfares.

W. F. Williamson, of 113 and 115 N. 6th St., St. Louis, is a recent subscriber to THE BILLBOARD. He operates an extensive plant of painted bulletins in the Mount City.—McIntyre and Miller, 52 State St., Albany, N. Y., paint bulletins and dead walls in that city.

Posters age more rapidly than newspaper advertisements. One sees a newspaper card once a day. A poster, on the contrary, is encountered hundred of times because it is always with you. Advertisers should bear this in mind and consider it carefully. If it is advisable to ring a constant change in newspaper advertisements (and no one may gainsay it) it certainly is a hundred fold more necessary on the billboards.

LETTERS TO THE EDITOR.

Under this heading the publishers invite a free and full discussion of any and all matters of interest to advertisers, bill posters, sign painters, sign and fair managers, who can speak in courteous language, and who we do not necessarily endorse the views and opinions of our correspondents.

Address all communications for this department to The Editor of The Billboard, Cincinnati, O.

Windsor, Ont., Jan. 4, 1897.

Editor of THE BILLBOARD.
Gentlemen—I am glad to see you take up the cause of the Canadian Bill Posters, and will do all I can to have a petition signed by all bill posters sent to Parliament asking for a reduction of duty on posters. Have you heard from W. W. Scame in regard to the matter yet? I have written him and will write others. I believe every bill poster in Canada would sign such a petition so you might frame such a petition and send to Scame who is the Secretary of the C. B. P. A., or to myself and I will see that it is properly circulated.
Yours very respectfully,
Box 17
D. C. BENJAMIN

Williamsport, Pa., Jan. 12, 1897.

Editor of THE BILLBOARD.
Dear Sir—I have posted 1,000 half-sheets and made a house to house distribution of circulars for the Globe Clothiers of this city; made a house to house distribution of a folder for the Dr. Chase Co., of Philadelphia; posted three sheets and half sheets for the Y. M. C. A. Hall; posted two sheets and half-sheets for Gail and AN's Navey at Wilkesport, Montoursville, Newbury, Watsontown, Jersey Shore, Muncy and Hughesville, the work is done through C. S. Hough-taling. Posted eight-sheets for Bensdorf's Dutch Cocoa. This is their third billing here this season and is done through the O. J. Trade Co. Placed an order with the Donaldson Litho Co. for 20 twenty sheet stands for our leading dentist Dr. Sim, all his advertising is done on the billboards; he first tried a two sheet last fall and in the last four months his business increased twelve hundred dollars over any previous year. Yours respectfully,
GEORGE H. BRUNN

San Francisco, Jan. 5th, 1897.

Editor of THE BILLBOARD.
Dear Sir—Having promised you in my last that I would notify you first of all, when we closed the deal in buying out the Oakland Bill Posting concern, Belasco and Co. I take great pleasure in letting you know that we have closed the same, and that from this date it will be known as Seibe and Green of San Francisco, and Oakland. We will take in all Alameda County, consisting of the following towns: Oakland, Berkeley, Fruitvale, Brooklyn, Alameda, Klinkerville, Emeryville, San Leandro, San Lorenzo, Hayward, Sunol, Pleasanton, Piedmont, Livermore, Golden Gate. Alameda County has a population of 150,000. We will build up all of these towns for better facilities in B. P. than they have at the present time, and make it worth while for advertisers to bill in this county. Oakland alone has 60,000 inhabitants. We will handle any and all kinds of work.

Our New Year has started wonderfully with us. We are billing Germae, Snider's Catsup, H. O. and Co., Palst Brewing Co., and any amount of local work. Our painted sign department is rushed with work, and prospects for big contracts are excellent. Hoping to hear from you often, etc., we remain,

Respectfully yours,
SEIBE AND GREEN.

Indianapolis, Ind., Jan. 4, 1897.

Editor of THE BILLBOARD.
Dear Sir—Your January number at hand, and we see, by Mr. Vansyckle's letter a roast that reflects very much upon us. Now this is the second time this has occurred; you must not accept all of Mr. Vansyckle's trash, we are in a position similar to Mr. Schaefer of Chicago; every day there are four or five knocking letters go out over the country. Mr. Vansyckle takes delight in knocking everybody else who is trying to make an honest living. It does seem funny that he should try to roast us, as he is in our debt to the extent of \$15, which is now almost one year old, and we are unable to collect. You will do us a favor also Mr. Fennessy, by refusing to accept any such knocking notices from any one in this city; it will be a credit to our craft to get rid of such people as this. Let us hear from you on this.
Yours respectfully,
Per H. D.,
EMPIRE BILL POSTING CO.

BILLBOARD ADVERTISING.

Indianapolis, Ind., Jan. 10th, 1897.

Dear Sir: A few days ago, while I was out... I have a letter from Dr. Davis, dated Dec. 30th, 1896, in which it states that his distribution for him in Oct., 1895 was perfectly satisfactory, and yet he sends his matter here to be wasted in the manner above mentioned.

We are just in receipt of 12 cases of almanacs from Perma Drug Co., also 200 banners, 500 parrots, 500 window hangers and 200 sailor hangers advertising Battle Ax, Maryland Club, Seal and Navy Tobacco for American Tobacco Co. Bill posting seems to be dull, as there are no new posters on the boards.

Yours very truly, VANSYKLE ADVERTISING CO.

Savannah, Ga., Jan. 11, 1897.

Dear Sir: In the last number of THE BILLBOARD I noticed a fine "Savannah, Ga., needs a Bill Poster." I wish to say that for years Hamilton and Royal has been doing business. Now that Mr. Royal has retired Mr. C. H. Coltrin has taken his place, we are now known as the Savannah Bill Posting Co., and at present we have work on our billboards from Mr. Sam W. Hoke, E. A. Stahlbrodt, Warner Safe Co., Jackson Square Cigars, Hadam Shows, and a bicycle tire, 3-sheet, and lots more work to go on as soon as we have the space. We would thank your company if you will kindly correct the error.

Respectfully, FRANK M. HAMILTON, Manager Bill Posting Co.

We trust that the new order of things will improve conditions heretofore existing. We know of several instances in which three, four and even five letters of inquiry failed to obtain a single answer. No bill poster worthy of the name will neglect to answer a courteous business letter. Now that Mr. Hamilton has the reins we have no doubt there will be an end of complaints on this score.

Birmingham, Ala., Jan. 7th, 1897.

Gentlemen: I have just read Mr. Sam W. Hoke's article on the Charley box. And certainly agree with him. It is not the bill posters who do the Charleying, it is simply the wholesale merchants. If I had all the work that comes here for me to do, I would have a big business. And so would the merchants have a better business. But when the paper is shipped to certain firms here in Birmingham, they send for me to know what I will do the work for. I tell them. And that ends it. The money I ought to get goes to pay for the goods which ought to be advertised. A young man who once worked for me told me I would be surprised to see the amount of paper in the cellar where he was working. He says there is nearly a car load in the cellar. Now the factories blame me as the bill poster for not doing my work well, when the work never comes to me but goes to the cellar instead. I could tell on lots of the commercial agents who do just as bad. Instead of having the work done, destroy the paper and send in a bill for same to the firm who they are working for. Send the paper to the Bill Poster. Not to some of the druggists I know, or tobacco firms either. You cannot find Liggett and Myers paper in anyone's cellar. They know who to send it to and they get good service.

Respectfully yours, BEN S. THIES.

Kaukaee, Jan. 1st, 1897.

Gentlemen: As I have been a subscriber to THE BILLBOARD for a year now and find it impossible to conduct bill posting or distributing without it. The many good suggestions from members of the craft are worth more than the price of subscription for a year to any bill poster in the land. I will enclose a letter from D. R. Gilbert, if it is worth anything in way of a com-

munication to you, all right you see what he says at bottom in regard to my work which is an encouragement to myself as well as others to work for the interest of advertisers. Have done work before for him, you may look for my 100 and an ad in your valuable paper for the year 1897 very shortly. By the way in reading Sam W. Hoke's article on Charleying not confined to bill posting, I will say I have knowledge of the like in our own city, and another thing I have caught on to that transpired with me two seasons, now which is an injustice to poster printers you probably send secretary of county fairs sample onesheet and upwards which I have had, they take and give their order for not a very large amount and then work in their samples on the bill poster trying to get him down on his prices. This fall I billed our town pretty much all with this kind of paper, putting dates over the blank spaces left for printing, this I know to be true in these two instances. It's not a square deal with poster printers.

Yours very truly, GEO. A. WILBER, Editor.

Springfield, O., Jan. 14th, 1897.

Dear Sir: I see in your last issue quite a lengthy letter from Ironton, O., which I think all the bill posters of Ohio especially and their friends should investigate thoroughly, as the author of the article fails to inform the readers of THE BILLBOARD that he is working in opposition to a poor widow who is trying to support her little family by bill posting and distributing. She is the widow of John McQuigg who was an honest bill poster and an honorable worker and member of both the Ohio State Bill Posters Ass'n and the A. B. P. A. He was always a liberal man. I really think it is the duty of every bill poster and association of the U. S. to see that his widow does not get imposed upon. I know she is a good, honest woman and is deserving of all the assistance we can give her, and I ask every bill poster to give her all the assistance possible, and through both our papers should be given an account of the true situation. Asking all the advertisers to give the widow their work to do in Ironton providing she does the work satisfactory. I am sure she will for she always has done so. I don't know the person who is setting himself up against Mrs. McQuigg, but my impression is he could find better business than that of trying to take the bread out of the mouths of widows and orphans. The Ohio association should attend to the matter at once. I may be wrong in taking the stand I do upon this matter but I believe that we should protect the widows and orphans of our brother bill posters.

Very truly yours, H. H. TYNER, P. S. I should like to hear through the columns of your valuable paper the expression of other bill posters regarding this matter. W. C. Thrill of Lima, Secretary of the Ohio State Bill Posters Association, writes in a similar vein. In justice to Haynes it should be known that he is not doing any bill posting, nor has he ever attempted to do any. Mrs. McQuigg has the field to herself. Editor.

Winona, Minn., Jan. 1st, 1897.

Dear Sir: I have intended to write THE BILLBOARD every month, reporting to them the work I do each month but have neglected to do so. I will now ask the Editor if he will kindly allow me space to make my report for posting and distributing I have done since June 1st, 1896, to Jan. 1st, 1897. Have posted as follows: For Liggett and Myers, 20 eight-sheet stands, Muscatine oat meal Co., 20 three-sheets; Coco Cola Co., 180 onesheets; E. A. Stahlbrodt, 200 onesheets. Chicago Bill Posting Co., 20 twenty-four sheets and 500 snipes; American Ad. and B. P. Co., 317 onesheets and 3000 supplements. Wm. Neumeister (La X Wis.), 207 onesheets. M. Breslau, 200 onesheets. Minnesota State Fair, 200 onesheets. Beeman Chemical Co., 32 twenty-eight-sheet stands and 12 three-sheet stands. Listman Mill Co. (La X Wis.), 100 onesheets and 5000 circulars. Dr. J. H. McLean Med. Co., 60 three-sheets, 35 onesheets and 200 books. Kaworth and Scholde, 150 half sheets, Leopold Miller and Sons, 115 tin signs. Wisconsin Business University, 25 onesheets and 100 rulers. Minnesota Foot Ball Team, 100 onesheets; L. N. Scott, St. Paul, 200 onesheets. T. A. Snyder Preserve Co., 20 twenty-sheet stands; Wm. Donaldson and Co., Minneapolis, 12 twenty-sheet stands. Dr. Chase Co., 8000 circulars. C. W. Mott, St. Paul, 200 circulars. J. W. Cole Co., 200 samples, 200 signs and 200 snipes. Hobbs Remedy Co., 500 books. Norton Remedy Co., 400 books. Dr. Miles Med. Co., 400 circulars. C. J. Hood and Co., 8000 circulars. Winona Base Ball Ass'n, 127 onesheets; for manager at opera house 1000 onesheets. Jackson and Rudenmacher (city), 500 books; political work, 12 sheets, home work for retail firms, Excursions, etc., 122 sheets and 100 circulars. Also rented to Ringling Bros. Circus, 804 feet of boards, to Buffalo Bill, about 800 feet. I will hereafter try and report monthly. Hoping that you will excuse me for taking up so much space in your valuable paper. I remain, Yours truly, HENRY WERNER.

Maclias, Me., Jan. 13, 1897.

Editor of THE BILLBOARD. Dear Sir: I have received January copy of your fine paper and find in it the announcement by Mr. Congden, of the Sun, that I am not reliable. I wish this statement corrected, for I am reliable and guarantee to do all work honestly and faithfully. I do not know what reason he has for saying this unless he wants to squeeze a little more money out of me with no returns. He sent me 10,000 Lobb's booklets to put out at 40 cents per thousand, which I refused, although I had paid 40 cents on freight which I never got back. I refused them because there were too many; too low a figure and not considered of decent character by the people here. Before that he wanted me to distribute for the Lillian Milch Co., but they wanted me to outlay several dollars for samples, i. e., buy my work like all of the rest, I have tried this, time without number, to my loss. As for Fink Bros. the same applies to them.

All I ever worked for were more than satisfied, but I am deluged with letters from men to get money out of me before giving me work and I have lost much more than I have gained. My income has been so small that I could not have printed matter, only a few cards. I think it wicked and an insult for Congden to publish such a statement, not having any foundation for same. A man must be of very low principle to try to injure a man's character or his business. I am dependent mostly on this work and I have a wife and two children to support. I see all through your paper that that notice will hurt me. I once more say the charge is false and I want it righted. If I had the means I would sue him for damages. His paper, the "Sun," comes very irregularly, I have not seen his remarks for that reason, he is cunning and mean enough to keep it out of my sight. But if any one wants their advertising put out I will do it promptly, honestly and at reasonable rates; but there are too many that want me to buy my work. I am not given to using much slang, but I think THE BILLBOARD is "O. K." Respectfully yours, EDGAR SPENCER, Bill Poster and Distributor.

We, the undersigned, personally acquainted with Edgar Spencer and know him to be an honest, upright man in every way. F. T. Crane, Druggist, R. T. Crane, Druggist, John Inglee, Merchant, I. W. Longfellow, Merchant.

Philadelphia, Pa., Jan. 16th, 1897.

Editor of THE BILLBOARD. Dear Sir: In fairness to yourself and in justice to the association of which I have the honor to be president I write asking you to publish in full copies of all the letters addressed to Mr. J. H. Bell of Staunton, Va., by this office, for each of which if printed as written, I assume full responsibility. That there may be no misunderstanding in this matter I beg to inform you that I have personally reimbursed Dr. Lobb in full for the loss sustained through the indifferent work of some members of this association and I personally paid all the expenses incident to the investigations made and now being made in the matter. I also wish to assure you that I will be personally responsible for the full payment of every claim against The National Distributors Association and that each and every claim will be paid in full regardless of the result of the investigations now being made. Nothing has ever been intimated previous to Mr. Bell's erroneous letter, that all such claims would not be paid in full. Nothing was ever written him that could be construed into such a statement. On the contrary, he was positively assured that his claim would be paid in full.

As advertisers you will take a proper interest in this investigation, I am sure. The fact that one million booklets costing over \$1,000 to print were distributed in such a manner that the keyed returns to date have not equalled the bill for postage incurred in forwarding them, you will agree with me that an investigation is in order. Such an investigation is being made and this association will stand or fall as a result of this. The men who did the work or rather claim to have done it, are in many instances members of the International Association of Distributors as well as members of this association. I believe them to be honest as a rule and it is only fair to state that where the work was done at all it was well done.

I have tried to make it clear that every claim against this organization will be paid in full; that no other course was ever proposed or suggested; that payment in some few cases has been withheld pending investigation and that in every instance full payment will be made no matter what follows the investigation. Needless to say that the malicious paragraphs published in your journal concerning my personal character and financial responsibility will be taken up at the proper time and in the proper manner.

I have spent over \$5,000 during the past two years in promoting what I believed to be the best interests of the National Distributors Association as the books of the treasurer will show. I have never profited to the extent of one cent, directly or indirectly through this organization or any of its members and as a reward for my efforts I have received nothing but tirades of abuse, slurs and slanders. The transactions of my office have been open to everybody interested, and the bills against the Association have been promptly paid, and to-day less than \$300 will pay every outstanding claim.

Whatever has been done by the officers of this association, whether it was right or wrong, was done in good faith and to the end that the greatest good would come to the greatest number. I will be in Cincinnati on February 3d, and will probably have an opportunity at that time to call upon you. I feel that I have a right to insist upon the publication of all the letters addressed to Mr. Bell by this office and the publication of this letter entire. Yours very truly, Dictated, CLEM. H. CONGDON, President.

Repeated efforts on our part to secure the Bell correspondence referred to above, from Mr. Congdon, have proved unavailing. We have written twice and telegraphed once. Our letters were evaded, our telegram brought the following response: Philadelphia, Pa., Jan. 28, 1897. THE BILLBOARD, Cincinnati, O. Prohibited from furnishing correspondence. Get it from Bell, but don't wait for it. He fair. CONGDON.

We have written Mr. Bell for copies of the correspondence which we hope to reproduce next month, in order to convince Mr. Congdon that we are always anxious to be just and fair. We have had numerous letters from distributors, many complaining that Mr. Congdon offered them only 40 and 50 cents a thousand for distributing and others that he withheld payment even after they had done the work at these figures. We propose to investigate these charges fully and completely and see that Mr. Congdon occupies the place that he deserves in the estimation of advertisers and distributors. (Editor.)

Binghamton, N. Y., Jan. 10th, 1897.

Editor of THE BILLBOARD. Dear Sir: Business has been particularly brisk for the past month and we have no real good grounds for complaint. The Bijou Theatre furnishes us an average of 1000 sheets weekly. In addition to this we are now carrying the following commercial paper: 200 sheets, Crimp Cigarettes for Liggett and Myers Tobacco Co., St. Louis; 400 sheets, Sterling Remedy Co., No. To-Bac; 15 eight-sheet stands, Bensdorfs Cocoa, (2nd month) Gule and Co.; 250 sheets local work. This is the third billing for Liggett and Myers. We have 200 sheets from the Dingman Soap Co. awaiting posting instructions. Expect a shipment of paper from the "Sporting Life" of Philadelphia, Pa., in the near future. We acknowledge the receipt of a twenty-four sheet sample furniture poster from Donaldson Litho. Co. A local furniture house has the same under consideration. We hope to place a good hit of paper with our local merchants this spring. On the first of January I resigned my position as treasurer and assistant manager of the Bijou Theatre to devote my whole time and attention to the Bill Posting Co. and out-door advertising in all its branches. We propose that in the future nothing shall excel the service rendered to advertisers by the Binghamton Bill Posting Co. Even with our less than one year's experience in the business we know that the best solicitor for business is a reputation for first class work, honest service pays both the advertiser and the bill poster. The quicker the craft in general come to recognize this fact the quicker they will have shakels to spare. We acknowledge the receipt of many pleasant communications from members of the International Association of Distributors, the same containing many valuable "tips", especially those from Vansyke of Indianapolis, W. H. Case of Fort Wayne, Ind. and J. H. Owen and Co. of Detroit; for these favors we publicly tender our thanks, hoping that we will one day be placed in a position to reciprocate. We have landed several of our local merchants and will do considerable distributing in the next thirty days. My son Robert W. Cooley will have charge of this particular department. With best wishes and hopes for a prosperous season for the craft in general I am, Most respectfully yours, I. M. COOLEY, Mgr., Binghamton Bill Posting Co.

Napanee, Jan. 7th, 1897.

Editor of THE BILLBOARD. Dear Sir: I received THE BILLBOARD for January and it is indeed a splendid paper. I must thank you for the very conspicuous places in which you put both my billboard and advertisement. I have just secured a splendid board for ten years. A number of gentlemen have formed a curling club and have enclosed their rinks on a corner lot in the centre of the town and by paying extra I have got it all matched lumber. It will be 10 feet high and about 200 feet long. It is a bird. I hope by giving good service and good boards to get a share of commercial paper. So when you are looking for boards in central Canada remember Napanee is the place and that J. J. Minchinton is the outside paper hanger. Wishing you the compliments of the season. I am yours etc. J. J. MINCHINTON.



There will be a bench show in connection with the Cincinnati Poultry and Pigeon Show in February.

Secretaries will confer a great favor by sending us their dates for 1897 at the earliest possible moment after they are decided upon.

The Germantown Fair Company assigned January 11. Assets \$400. The company only rented the grounds. The liabilities amount to something over \$1000.

Mr. S. R. Montgomery has been elected President of the Memphis Jockey Club, to succeed Capt. George Arnold. The new secretary of the club is Mr. M. N. Macfarlane.

The next exhibition of the National Horse Show Association of America will open at Madison Square Garden on Monday, November 15; a week later than the show of 1895.

It is with regret that we announce that Mr. Arthur Babbitt will no longer edit this department of THE BILLBOARD. His time is so taken up that he cannot give it the attention he would like and hence he resigns.

The Stewards of the Kentucky Association (running), met January 13th and decided to hold the spring meeting from May 3 to 10 inclusive. The same stakes as offered last year will be opened, with \$750 added to each.

The Ohio State Association of Fair Presidents and Secretaries held its annual convention at Columbus, January 13. The following officers were elected: President, Charles H. Ganson, Urbana; Vice President, H. L. Wiggins, Hillsboro; Secretary-Treasurer, George W. Carey, Delaware; Executive Committee, C. H. Ganson, ex-officio, Urbana; George W. Carey, Lebanon; W. I. Tenney, Troy; Albert Hale, Akron; J. L. Wilson, London.

At the annual meeting of the Berks County Agricultural Society, Reading, Pa., January 2d, Mr. James McGowan was elected President, Cyrus T. Fox, Secretary, Stephen M. Meredith, Corresponding Secretary and M. N. Ritter, Treasurer. This is Mr. Fox's twenty-second term as Secretary of the association. The dates for the 1897 meeting will be September 7 to 10 inclusive, while a spring meeting will be held June 2 to 4. Mr. Fox is one of the most efficient of Eastern secretaries.

At a meeting held January 6th, at the Hotel Manhattan, a new Horse Show Association was formed. H. L. Herbert, President of the Polo Association, presided. Among those present were P. F. Collier, of the Monmouth County Club; Sidney Dillon Ripley, O. W. Bird and Perry Tiffany, of the Meadow Brook Hunt Club, and C. Albert Stevens, of the Rockaway Hunt Club. Dr. Louis Lanchart, Samuel Willets, Charles G. Peters and Charles R. Howe, Samuel Willets, Perry Tiffany and J. B. C. Tappan were appointed a committee to draw the constitution and apply for papers of incorporation. It was decided to hold a three day horse show in May

on the grounds of the Queens County Agricultural Society, at Mineola, Long Island, and to give the profits of the first show to St. Nicholas Hospital, Garden City. There will be steeple-chases and flat races, with gentlemen riders up, and prizes offered for hunters and high steppers.

There is the liveliest kind of a fight on in Toronto. Shepard, manager of the two theatres, is doing his own billing, and the Toronto Bill Posting Co. object. Covering is the order of the day, and it has resulted in several rows, one of which necessitated the riot alarm being sounded.

CONVENTIONS,
Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, shippers, streetmen, general passengers, agents, etc. The list is carefully revised and corrected monthly.

- Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.
- Albany N. Y. Annual meeting of the National Assembly L. A. W. Feb 10-11
- Buffalo N. Y. Brick Mfg National Assn Feb 23-25
- Chicago Ill. Illinois Press Assn July 7
- Chicago Ill. National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.
- Chicago, Ill. Master Painters and Decorators Convention. Feb. 9-11, 1897.
- Chicago, Ills. Annual Convention of the National Master Painters' and Decorators' Association, Feb 9-11, 1897. Thomas A. Brown, pres, Washington, D. C.
- Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Association. July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O.
- Cincinnati O. 46th annual reunion of Ancient Accepted Scottish Rite Masons Feb 23-25
- Cincinnati O. Irish Landwehr Verein Aug 2
- S. B. Boush right sec Cin'ti O
- Cincinnati O. Brotherhood of Locomotive Firemen Jan 21 J. V. Reynolds sec Cleveland O
- Columbus O. Army of the Cumberland Sept 21-23
- Cincinnati O. Brooklyn Bowlers Feb 3-6
- Cincinnati O. International Sheet Iron and Cornice Workers Feb 8 James F. Hughes sec Pittsburg Pa
- Cincinnati O. Western Canned Goods Packers' Assn at Grand Hotel Feb 9-12 H. P. Cannon sec Bridgeville Del
- Cincinnati O. Atlantic States Packers' Assn at Grand Hotel Feb 9-12
- Cincinnati O. The American Carnation Society Feb 18-19 Albert H. Herr sec Lancaster Pa
- Cincinnati O. The Survivors Volunteer Firemen's Assn Feb 22 John Wright sec Cin'ti O
- Cleveland O. Merchant Tailors' National Exchange Feb 9-11
- Galveston Tex. National Editorial Assn Feb 16
- Kansas City Mo. 3rd annual Kansas City House Show Fairmount Park Sept 7-13
- Louisville Ky. Department of Superintendence of National Educational Assn Feb 16-18
- Louisville Ky. National Saddle Horse Breeders' Assn Feb 22
- Memphis Tenn. Convention of Populist Editors Feb 22
- Nashville Tenn. Laundrymen's National Assn Sept
- Nashville, Tenn. Berkshire Record Association. Feb. 10-11, 1897.
- Newark O. Newark Driving Assn John H. Swisher pres, C. Seymour treas Sune
- New York N. Y. American Paper Mfg Assn Feb 23
- Philadelphia Pa. German American Journalists' Assn Date not decided
- St. Louis, Mo. Third Annual Convention of the International Bill Posting Association, July 6-9, 1897. Clarence E. Roney, sec'y, Waukegan, Ills.
- Troy N. Y. New York State Assn of Master Painters and Decorators July 7-8
- Warren O. Oak Grove Driving Club July and Aug B. P. P. pres, M. S. Clapp sec
- Washington DC. Universal Postal Congress May

List of 1897 Fairs.

- INDIANA.**
Middletown Aug 3-7
Hagerstown Aug 9-14
Newcastle Aug 16-21
Muncie Aug 23-28
Elwood Aug 30 to Sept 3
Terre Haute 3rd annual Aug 30 to Sept 3 W T Beauchamp pres, W D Duncan sec
Kokomo Sept 6-10
Greenfield Sept 13-18
- OHIO.**
Napoleon O. Napoleon Fair Co. H C Groschner pres, J. L. Haller sec
Mt Sterling O. Mt Sterling Fair Co. W R Richards pres, T J Burgett sec
- PENNSYLVANIA.**
Reading Pa. Berks Co Agr'l Soc Sept 7-10 James McGowan pres, Cyrus T. Fox sec

Dog Show
Baltimore Md. Kennel Assn May 23-26

Expositions.
New York N. Y. Inter Art Expositions of U S at Lenox Lyceum April 7 to May 4
Nashville, Tenn. 1897. May 1 to Oct. 31.
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

Races.
Little Rock Ark. March 29 to April 8
Newport Ky. April 1 to May 26
Memphis Tenn. April 10 to May 1
St Louis Mo. May 1
Nashville Tenn. May 3-12
Louisville Ky. May 6-21
Morris Park N. Y. (Spring) May 8-20
Toronto Ont. Ontario Jockey Club May 22-26 inc
Latonia Jockey Club Ky. May 24 to June 26

GEO. P. ROWLEY, LEROY, ILL.
Bill Poster and Distributor.

AGENTS WANTED FOR
Dr. McLaughlin's Dyptheria Specific.
Sample bottle 50c.
Star Med. Co., BUTLER, O.



CRITTENDEN & CO.,
City Bill Posters and Distributors,
CENTRALIA, ILL.

We own and control all boards in this city, also make large and small contracts for all kinds of advertising, we cover a great deal of territory

I don't want the Earth—only a chance to live on it. As I give personal attention to All Work, I can Guarantee Satisfaction

A. W. RADER,
CITY BILL POSTER,
Distributor and Theatrical
Baggage Transfer.

Office, Cor. 9th St. and Alley C.
WHEELING, W. VA.

Work done in adjacent towns.

Donat J. Lefebvre
RELIABLE . . .
DISTRIBUTOR

Of All Kinds of Advertising Matter.

BOX 483, MANCHESTER, N. H.

A NEW INVENTION!
STONE'S PATENT BILLBOARD.
PATENTED AUG. 22, 1893.

The board is put up together in sections, without either nails or screws, or digging holes, and can be made of any desired length or height. The board can be erected on the pavement or top of the ground or it can be hooked to buildings or fences. If a person has a number of boards, and he desired to erect a long board, it is a matter of only a little time to get them together and put up the boards, section after section, as the sections are built alike and will fit. The only patent billboard in the U. S. #4 Town City, and State rights for sale. All Territory for sale but New England States I have no agents selling for me. For terms, full particulars and directions for making, address the inventor and patentee

FRANK R. STONE,
BILL POSTER & CIRCULAR DISTRIBUTOR,
MIDDLEBURY, VERMONT.

B. YECKER & CO. POPULATION 40,000.
LANCASTER, PA.
Own and Control all Bill Boards in the City. 1897
BILL POSTERS AND GENERAL DISTRIBUTORS.

WM. COOK,
CITY BILL POSTER,
Lock Box 41,
FULTON, Oswego Co., N. Y.

We are prepared to do all kinds of Bill Posting and Distributing and general out door Advertising. We have control of all Boards in Fulton and Oswego Falls. We have 1,500 feet of Running Boards; 35 Three-Sheet Boards; 150 one-sheet Boards; 150 one-half-sheet Boards; 200 one-quarter-sheet Boards. Good locations for Signs and Banners. Distribution, 2,000. Distributing done with men only. Population, 10,000. Country work a specialty. All Work Guaranteed

H. K. APPLE, SUCCESSOR TO . . .
INDIANA SIGN CO.
SIGN WORK OF ALL KINDS TO ORDER.

Bill Posting and Circular Distributing
A SPECIALTY.

10,000 Square Feet of PRIVATE SPACE at your disposal. Give me a trial and you will not regret it. Terms reasonable.

H. K. APPLE, INDIANA, PA.

UTAH AND CALIFORNIA

Are two of the most magnetic names in the roll of states and the best way to reach them is over the

Rio Grande Western Railway, "Great Salt Lake Route."

As the title indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully and you will choose the R. G. W. for this reason as well as for the magnificent scenery, superb equipment and fast time.

WRITE TO

F. A. WADLEIGH,

General Passenger Agent, Salt Lake City, Utah,
for particulars.

SELDEN NYE,

BILL POSTER AND DISTRIBUTOR.

(Champaign and Urbana.) '97 201 W. Park St., Champaign, Ills.

Our Great 1897 Offer!

For only one (\$1.00) dollar, we will send the New York Musical Echo for one year, and two hundred novels free.

The New York Musical Echo

Is the greatest music and fashion journal in America. It consists of thirty-six full large size sheet music pages, with six to eight complete vocal and instrumental pieces of delightful music. Thirty to forty illustrated fashions, six large portraits of pretty actresses, elegant reading matter, recipes, etc., on finest book paper. All for \$1.00 a year.

The two hundred novels we give free, are:

Bright Novelettes, Stories of Love, Railroad Stories, Tales of Romance, Humorous Stories, Sea Stories, Sketches of Adventure, Stories of Home Life, Stories of Dramatic Order, Stories of all Lands, Stories of all Sorts of People, Jokes that are short and sweet, Jestis that are to the Point, Morsels of Mirth and Bits of Wisdom.

Every reader will find something enjoyable, Pleasing, Amusing,
Instructive or Thrilling.

They are by the well known authors as: Sylvania Cobb, Jr., Olivia Optic, Horatia Alger, Jr., Ned Bunkleine, Mrs. May Agnes Fleming, Emma Garrison Jones, Esther Serle Kenneth, Mary Kyle Dallas, Josiah Allen's Wife, Mary Cecil Hay, Mrs. Mary A. Dennison, Clara Augusta, and others.

Address all orders to

NEW YORK MUSICAL ECHO CO.,

Southern Branch,

163, 165, 167, 169 Congress St., SAVANNAH, GA.

THE AMERICAN CLUBMAN!

The leading club publication and having the largest circulation of any paper of its class in the south. The cover is handsomely illustrated in two colors and the design will be changed from time to time.

Reaches the busy business man at his club where he has time to read. On file at all principal clubs in the United States. Advertisers of all good goods will find it a paying medium. Issued the first day of each month.

Subscription 50 Cents per year.

Advertising Rates:

\$2.00 per inch—single column—per issue, on back cover in two colors.
\$1.50 per inch—single column—per issue on inside pages.

Address, **The American Clubman,**
713 Union St., NEW ORLEANS.

WANTED!

Back numbers of

The Sun,

published in Philadelphia by Clem H. Congdon. Will pay handsomely in cash for a complete file.

JAS. H. HENNEGAN,
127 E. 8th St., Cincinnati, O.

**R. W. BONDURANT, 407 12th St.,
LYNCHBURG, VA.**

I distribute Advertising matter on trial and if results are satisfactory you can pay me after work is done, or will agree to give me more work and pay me for same. Send trial at once.

JOHN L. MARSH,
Vancouver, Wash.,

Box 5.

City Bill Poster and Distributor.

References Furnished. Population 5,000.
When you write, mention *Billboard Advertising*

BILL POSTERS

PASTE BRUSHES



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

PRICES.

8 Inch,	-	\$2.25 Each.
9 "	-	\$2.75 "
10 "	-	\$3.00 "

This is our Celebrated

"UNEXCELLED"

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

8 Inch,	-	\$2.75 Each
9 "	-	\$3.00 "
10 "	-	\$3.25 "

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

Very Little

Can be said about poor distributing—it's just the reverse with good work. We do not claim to give you a dollar for a penny, but we do the work that pleases.

J. E. STROYER & CO.,

Licensed Distributors,

114 Weld St., Rochester, N. Y.

Member I. A. of D.

ESTABLISHED 1853.

WILMINGTON

Bill Posting, Distributing and Advertising Co.,

Grand Opera House, WILMINGTON, DEL.

JESSE K. BAYLIS, Props.
GEO. W. JACKSON,)
D. K. JACKSON, Superintendent.

GEO. L. EDLOFF,
Pres.

L. V. COOMBS,
Sec'y and Treas.

Outing Sign Co.

Cor. Second and Ludlow. Cincinnati, O.

When you write, mention *Billboard Advertising*.

FINE POSTERS

PRODUCT OF

THE DONALDSON LITHO. CO.,
CINCINNATI, OHIO.

IF YOU WANT TO ADVERTISE ANYTHING, ANYWHERE, AT ANY TIME USE POSTERS.
WE HAVE THEM IN STOCK (SYNDICATED) AND WE MAKE THEM TO ORDER.

Our syndicated posters embrace designs suitable for clothiers, hatters, shoe dealers, merchant tailors, dentists, jewelers, grocers, milliners, tobacconists, furriers, dealers in ice, stoves, hardware, refrigerators, ladies' cloaks, wraps, jackets, shirt waists, coal, queensware; also posters for amateur entertainments, benefit performances, fairs, bench shows, poultry shows, flower shows, picnics, balls, base ball, foot ball, horse races, boat races, bicycle races, etc.

A WORK OF ART.

THE superb poster which we illustrate herewith is a masterpiece. It is after an original design of the celebrated artist, Asa Richards Cassidy. It is a practical poster. Do you know what that means? It means that it will sell beer. The so called "modern high art posters" will not. They are only fit to scare children, to puzzle grown folks and to repose unseen in the portfolios of collectors.

Practical posters, real posters like this, will catch the eye and hold the attention of the observer until its story has been firmly fixed in his memory. Thereafter every time he encounters one, that story will flash across his mind. He will encounter them often, too, for they are here, there and everywhere. A dozen, two dozen, times a day, week in and week out until the merits of ———'s bock beer are dimmed into, nay, fairly burned into his very brain. That is the sort of advertising you get if you put your money in posters. We print your firm name, trade mark, street address, brand of beer and such other matter as you may want on them and furnish them to you at the following prices, viz.:

10 for \$9.00	25 for \$18.00	100 for \$57.00
15 for 11.70	50 for 33.00	150 for 81.00
20 for 15.00	75 for 45.00	200 for 99.00

This poster is seven feet high and ten feet long and lithographed in colors. We will send a sample to any brewer in the United States or Canada, all express charges fully prepaid, for eighty cents. The delay and expense of sending for samples can be saved by consulting your city bill poster who has the sample on hand and is conversant with our methods of doing business. If you will drop him a postal he will call on you and tell you all about it besides giving you many a valuable pointer besides.

ANOTHER.

We also have a fine new whole sheet bock beer poster, exquisitely lithographed in colors. A whole sheet poster is 2 1/2 feet wide by 3 1/2 feet high. It makes a good hanger for windows and inside work on screens, etc. We sell them with your card printed on them as follows, viz.:

25 for \$2.75	100 for \$7.50	300 for \$19.00
50 for 4.75	150 for 11.00	500 for 30.00
75 for 6.50	200 for 14.00	1000 for 55.00

Send seven cents in stamps for a sample. Your city bill poster also has a sample of this.

A POSTER FOR BREWERS.



No. 420. NINE SHEET. 3x3. SIZE: SEVEN FEET HIGH BY TEN FEET LONG.

TWO LETTERS AND A SONG FROM TWO BILL POSTERS AND A MERCHANT

Ionia, Mich., Jan. 6, 1897.
THE DONALDSON LITHO. CO., Cincinnati, O.
Gentlemen:—We have used your one sheet poster No. 1041, the past two years and this year in addition to above we used your nine-sheet No. 599. The goods are ordered through Mr. Thos. Keyes, our city bill poster, and used for holiday trade. We pronounce them a decided success. Our December trade this year was the largest we ever had. We give the poster advertising the credit.
Respectfully yours,
G. F. WHITNEY & SON.

Will I smoke with you? I will.
As the ringlets rise, my quill
Will trace a lay
This Christmas day,
To you and yours of right good will.

We're glad to see you grow
You've surely earned a "show."
Just keep your lick up
While we boys "stick up"
For the Donaldson Litho. Co

W. R. BURNETT, Ardmore, I. T., Dec. 25, 1896.

May your days be those of peace—
May your flocks and herds increase
With well filled coffers
May you mock the seafarers
Whose cry is "posters cease"

Meridian Miss., Jan. 15, 1897.
THE DONALDSON LITHO. CO., Cincinnati, O.
Gentlemen—Allow me to thank you for the prompt attention you have given my orders during the past year. I appreciate it greatly. I do the opera house billing here and come in contact with theatrical agents constantly. They are always in more or less trouble about delayed shipments. I invariably advise them to buy Donaldson paper and stop kicking. Wishing you a happy and pin-perous New Year, I am
Yours truly,
L. D. HOLLER, City Bill Poster.

That long delayed Catalogue of ours is finally completed. If you have written for one before please write again. It is worth your while, because it is a perfect mine of valuable information on posters and distributing matter. With this book in his possession a bill poster or a distributor is as well posted on the prices of printing as the printer himself. Sent free to recognized posters and distributors—all others send 12 cents in stamps.

THE DONALDSON LITHO. CO.,

THE FOREMOST POSTER PRINTING
HOUSE OF AMERICA.

CINCINNATI, O.

EDGAR J. McINTYRE.

CHAS. P. MILLER.

CAPITAL CITY ALBANY, N. Y. BILL POSTING CO. ALBANY, N. Y.

52 State St., Room 3.

Wants rates, terms and discounts from Bill Posters throughout the United States and Canada.

We have just secured three large orders for general distribution. One covers New England and New York. The second covers the South exclusively, and the third everything in the States and Canada. The orders are now in press and we would like to hear from bill posters at once. Send us price per sheet, population, firm name and street address. We expect and demand the customary agents commission.

EDGAR J. McINTYRE, Manager, 52 State St., Albany, N. Y.

"Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvases, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "hums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co.,
Brantford, Canada.

Population of City 17,000. County 50,000.
Country 5,000,000.

NIGHT & DAY.

That is just the way we are working now.

Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

PASSAIC ADVERTISING CO.
Paterson and Passaic, N. J.

When you write, mention *Billboard Advertising*.

LICENSED
BILL POSTING,
TACKING,
DISTRIBUTING.

J. S. CRAIG,

319 LEXINGTON AVENUE,

HASTINGS, NEB.

Own and Control all Boards and Privileges.

20,000 Square Feet of Boards.

POPULATION 15 000.

POSTERS

OF ALL KINDS AND

HAND BILLS

TOO.

The best work and lowest prices that can be obtained in all America. Write us.

THE GREAT **American Engraving and Printing Co.**

57 BEEKMAN ST., NEW YORK.

T. R. DAWLEY, Pres.

R. E. ROYLANCE, Sec'y.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,

187 Schuyler Avenue, **KANKAKEE, ILL.**

1907

Kankakee, Bradley and Bourbonnais, total population, 15,000

Jno. H. Jones, Distributing Office, N. W. Cor. Mount and McHenry Sts., **BALTIMORE, MD.**
I have two teams, employ none but capable honest men. Work faithfully done. Population 500,000. Best reference. Member I. A. of D.

The Hustler Advertising Co.

CONTRACTORS OF

OUT-DOOR ADVERTISING

IN ALL ITS BRANCHES.

Prompt Service by Reliable Men.

Careful House to House Distribution

A Specialty.

24 North Miner Street, FT. WAYNE, IND.

W. H. CASE, Manager.

ESTABLISHED 1876.

CHARLES W. YORK,

Bill Poster and Distributor.

HAVERHILL, MASS.

I make a specialty of Distributing. Reference if required. 1907

G. F. BANGASSER & CO.
CITY BILL POSTERS AND DISTRIBUTORS.

Signs Tacked and Signs Painted. Own all Billboards in our locality. P. O. Box 35
MCMINNVILLE, OREGON.

Pueblo, Colo. Pop. 40,000
JESSE MITCHELL

Bill Posting, Distributing and Tacking. References If Required.

When you write, mention *Billboard Advertising*.

The W. D. Husted Advertising Co.

Town and Country . . . **BILL POSTERS,**
 Distributors, Bulletin Sign Painting,
 —AND—
 Out-door Advertising of every description
**Office: 67 Main Street,
 MANSFIELD, TIOGA CO., PA.**

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 privileges in every town in the county.

George H. Bubb,

LICENSED
 City and Suburban

Bill Poster and Distributor,

OFFICE, 502 PINE STREET,
WILLIAMSPORT, PA.

"THERE ARE OTHERS!"
 But we are the only Licensed concern in the city of Williamsport, Penna. that have done Bill Posting, Distributing and Sign Tacking exclusively, for the past 12 years. No other firms in the line. We personally superintend the posting of bills and distributing of all matter, any kind, circulars, pamphlets, books, newspapers, almanacs, samples, etc. We have an established reputation, both at home and abroad. Our long and continued success is ample proof that we give honest service. Contracts made for Mansfield, Pa., and all Tioga Co.

WE OWN OR CONTROL ALL GOOD BOARDS AND POSTING PRIVILEGES IN TIOGA AND LYCOMING COUNTIES

FEBRUARY

Samples Free to Bill Posters,
 together with
 customary commission.

is the month of masquerade balls. It is safe to say that there is not a single town in America, but what will have at least one between now and Mardi Gras, (March 2.) They will all use posters if they have the opportunity. We can print them. You can sell them.

We have just published a magnificent poster suitable for advertising a masque ball. It is strong, handsome and well executed. It will yield more advertising per dollar than it is possible to procure in any other manner. We sell the one-sheet centers which are printed in colors at the following prices:

25 for \$1.75	100 for \$4.25	500 for \$13.00
50 for 2.75	200 for 6.75	1000 for 20.00

These prices include the cost of cross-lining.

As a three-sheet, we furnish them with top and bottom sheets in one color and center in two colors, as follows:

25 for \$4.50	100 for \$9.75	200 for \$15.00
50 for 6.50	150 for 12.50	300 for 17.50

We will send a sample by mail to any address on receipt of 5 cents in stamps.

Bill posters will find that it pays to hunt up the advertising committee of a ball and show this poster to them. It is the best ball poster in the market. You cannot obtain anything one-half so good anywhere else.

A good poster will bring good returns, hence, next year you will have them again, and perhaps several times in the meanwhile.

It is better to give them a good poster, than to go to a country office and get a common ill-looking job.

When they do this, some times they snipe them themselves. They won't if you order them, because they are shipped direct to you. You are sure of the posting, and get a commission besides. It's worth while.

We also have several half sheets and one-sheet uprights, just the thing for balls.

Send for our New "Bowling Alley" one-sheet.

Bill Posters who have not sent for a set of samples of our splendid line of our stock posters are losing money every day.

Samples Free to Bill Posters,
 together with
 customary commission.

HENNEGAN & CO.
CINCINNATI.

If You Want to Post

CHICAGO

Send Your Paper to

The Chicago Bill Posting Co.

No. 395 West Harrison Street, Chicago, Ills.

Who Own and Control all the most prominent Boards, Hoardings, Posting Stations and points of vantage in the city of Chicago.

HIGGINSVILLE, MO. Pop. 5,000
The Greatest Country on Earth.

RIGG BROS.,

The only licensed BILL POSTERS in the city control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters H7

Nashville Distributing and Advertising Co.,
150 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. ||7 JAMES L. HILL, Mgr.

TO BILL POSTERS

THROUGHOUT THE UNITED STATES.

GENTLEMEN:—We are prepared to receive estimates from all reliable bill-posters for our Spring posting. Those that are in a position to offer us good honest service at reasonable prices will please write at once to our agents who have charge of the different states and territories, as named below, stating what facilities they have for handling our paper, how much of each size they consider would be necessary to give us a good showing in their city or town, and price per sheet for listed and protected, stand work, price for single sheets, and price per thousand for snipes. All paper to have full thirty days showing from date of posting. We use nothing but the best of lithograph paper, and our stands are all pasted in four sheets so as to be most conveniently handled and matched. The sizes of our paper for present use is a 4x6 stand, a 2x2, 1-sheets and snipes. The size of the snipes is 6x24 inches. We do not wish to contract for space on barns, sheds, or in alleys, but on good substantial billboards, in prominent locations. We do not expect the one sheets and snipes to have exclusive billboard display, but they should be posted only on smooth surfaces and in the most conspicuous locations, and under no circumstances in alleys. Our inspectors will visit all cities and towns to which we have shipped paper, in order to check up the work, and we are very desirous that the reports sent in from all sections may read, "Splendid Service." It is a pleasure to us to patronize those that take pains to give us good service, and while we expect nothing unreasonable, we well know that in order to get the full benefit of the posting, we must have the most earnest co-operation of every bill poster to whom we ship paper.

Very truly yours, CALIFORNIA FIG SYRUP CO.

Bill Posters of Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Nebraska and N. and S. Dakotas, please address **D. R. TALBERT, 18 Randolph St., CHICAGO, ILLS.**

Bill Posters of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware and District of Columbia, please address **E. UNDERHILL, 71 John St., NEW YORK, N. Y.**

Bill Posters of Kentucky, W. Virginia, Virginia, Tennessee, N. Carolina, S. Carolina, Georgia, Alabama, Mississippi, Louisiana, Florida, Texas, Arkansas, Indian Terr., and Oklahoma Terr., please address **GEORGE L. ATKINS, 208 N. College St., NASHVILLE, TENN.**

All communications outside of above mentioned territory should be addressed to **CALIFORNIA FIG SYRUP CO., 324 Hayes St., SAN FRANCISCO, CAL.**

WILL IT PULL?

You can bet it will pull. It will pull pens, stuck or rusted in the holder. It will pull BUSINESS.

THE BAKER PEN EXTRACTOR.

The newest advertising novelty. Plenty of room for ad. Handiest of office tools. Cheap enough to distribute freely. It's so handy that it will be kept. Send for sample and prices.

GEO. C. BAKER, 115 Lancaster St., ALBANY, N. Y.

Can be made in any printing office. Shop rights for sale.

15 Towns Covered by the
CIRCUIT BILL POSTING CO.
THIBODAUX, LA.

Write for list of boards in each town. Distributing and Sign Tacking Carefully Done. C. P. AUSLET, Mgr.

E. H. CARWITHEN,

Bill Poster and Distributor,

266 VIRGINIA ST.,

Charleston, W. Va.

Work Guaranteed. Tacking Up Cards a Specialty.

Mexican International R. R.

EAGLE PASS ROUTE,

—THE—

SHORT STANDARD GAUGE LINE

between principal points in the

United States

and

Interior Mexican Points.

No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER,

Commercial Agent, Commerce Bldg., CINCINNATI, O.

C. K. DUNLAP,

Gen. Pass. Agent, Ciudad Porfirio Diaz, Mexico.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc.

Playing Cards and Ivory Goods.

Club Room Furniture, Faro and Poker Chips, Sporting Goods.

OGDEN & CO.,

Manufacturers of

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

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

Automatic Game Devices at Lowest Prices.

185 Clark Street, CHICAGO, ILL.

MIDDLETOWN Advertising Co.

THOMAS KAIN, Manager.

88 South St., MIDDLETOWN, N. Y.,

Distributors and General Advertisers.

Prompt Service Guaranteed.

Correspondence Solicited.

Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.

Philip B. Oliver,
Licensed City BILL POSTER.
AND DISTRIBUTOR.
 3,000 Feet of Board. 75 Three-Sheets.
 Special Attention Given to Commercial
 Work and Distributing.
 All Work Guaranteed.
319 Cherry St., FINDLAY, O.
 POPULATION 23,000.

HENRY C.
CROSBY
ADVERTISING
SIGNS,
 Romalne Building,
 |||97 **PATERSON, N. J.**

UPON RECEIPT OF
3 Months' Subscription
 TO
The Echo
 (50C.)
 We will send one copy of the famous
 publication,
The Nude in Art.
 With a 6 Months' Subscription
 (\$1.00)
We will send 3 Different Numbers
 OF
The Nude in Art.
THE CHICAGO ECHO CO.,
 Fifth Avenue, Chicago.

BURNITT Designer of Descriptive
 Posters, Theatrical, Com-
 mercial or otherwise, Block Stream-
 ers and Stock Letters.
 Office, Donaldson Litho. Building,
CINCINNATI, O.

SIDNEY, OHIO, C. P. ROGERS
CITY BILL POSTER.
 Owns and controls all billboards and dead
 walls in the city.
 Also **DISTRIBUTING** carefully attended to

R U AN ADVERTISER!
 If so send for copy of
Oklahoma Hornet
 free, three months, 3 cts. per line; 1000 circula-
 tion; go to 600 farmers in Oklahoma alone.
Oklahoma Advertising Agency,
BILL DISTRIBUTOR.

Tucker's Magic Stove Polish
 Will send secret of manufacturing this
 excellent Stove Polish for 10 cents, former
 price \$5.00. Thousands of boxes have
 been sold by myself.
G. F. TUCKER, Sheldon, Mo.
 Box 157. '97

THEATRICAL AND CITY BILL POSTERS,
 Distributing and Advertising Agents,
 Work promptly and properly executed.
C. B. WOODWORTH, Mgr. FORT WAYNE, IND.
 When you write, mention *Billboard Advertising*

JOHN T. WILLIAMS, **BILL POSTER.**
 346 Morrison St., PORTLAND, OREGON.
 Population 90,000. '97 Established 1868.

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

THE AULT & WIBORG CO'S
POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI:
 NEW YORK:
 CHICAGO:

The Enquirer's
Job Printing Co.
 Cin. O.

THEATRICAL

DESIGNERS,
LITHOGRAPHERS
AND GENERAL
JOB PRINTERS.

*
Poster
Work
Our
Specialty
 *

Our Date Book for Season 1896, '97-'98 now ready,
 and will be sent postpaid on receipt of 25 cents.

CINCINNATI
 And Her Suburbs, Embracing
500,000 **People.**

To reach them all
 economically, use

STEINBRENNER'S
DISTRIBUTING
SERVICE.

There is No Other Way
 Address.

W. H. STEINBRENNER,
 No. 811 Vine Street,
 Cincinnati, O.

No Office Complete Without It.
Business
 A Practical Journal of the Office

It saves money by discovering the
 best way of doing things in the office.
 It treats particularly upon
ACCOUNTING, OFFICE ROU-
TINE, BUSINESS MANAGE-
MENT and ADVERTISING,
 and incidentally upon **FINANCE,**
MANUFACTURE, TRANS-
PORTATION, COMMERCE
 and **ECONOMICS.**

The stated departments of the paper
 include **OFFICE MAIL BAG,** being letters
 from practical men on office and busi-
 ness topics; **OFFICE RECORD,** con-
 taining illustrated descriptions of new
 devices; **BUSINESS LITERATURE,** or
 reviews of new books; **ART AND PRA-**
CTICE OF ADVERTISING, presenting stud-
 ies in successful publicity; **INSTITUTES**
AND ASSOCIATIONS, recording the
 transactions of the organizations among
 office men; and **BUSINESS LAW,** pre-
 senting articles on law topics of spe-
 cial importance to business managers

The supplement, **PRACTICAL AC-**
COUNTING, contains carefully prepared
 articles on accounting methods, in-
 cluding descriptions in detail of the
 accounting practiced in leading estab-
 lishments.

Monthly, 40 pages, illustrated, in-
 cluding supplement, \$2 a year. Sample
 copies (mentioning this advertisement)
 free.

Published at
13 Astor Place, NEW YORK.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.

Owms all Billboards in the city and suburbs.
 Population 70,000. I guarantee the value of all
 Bill Posting and Distributing.
 WM. R. WILLIAMSON, Manager

1869 Taunton Bill Posting Co. 1896
BILL POSTERS & DISTRIBUTORS,

Best Boards. Best Stock. Best Workmen
A. B. WHITE, Mgr. and Treas.
Office. 45 Cohannett St., Taunton, Mass.

FREE! **FREE!**
 Names and addresses of honest, prompt and
 reliable Mailing, Distributing, Clipping, Sub-
 scription, Printing, Local and General Agents,
 furnished free to Advertisers. 100 Circulars hon-
 estly mailed per day for 10 cents. 1000 for \$1.00
 cash. Job Printing or advertising space accepted
Our Patron are Our References.
THE MONUMENTAL ADVERTISING ASS'N
BALTIMORE, MD.

\$25.00
PER YEAR
SAVES
 By using our new wonderful
 process for making Laundry
 and Toilet soap in twenty
 minutes. Agents can make
 big money canvassing and
 selling family rights. One
 family right mailed to any
 address for a silver quarter
 or thirteen two-cent stamps.
ROANOKE SOAP CO.
 Drawer 11, Roanoke, Va.

A. E. BENTLEY,
 Only Licensed **BILL POSTER** in
GUTHRIE, Capital of Oklahoma
Territory. 10,000 feet of space, and
satisfaction guaranteed. Rates
made known on application.

When you write, mention *Billboard Advertising*



DO YOU INTEND TO ADVERTISE IN

SAN FRANCISCO?

OAKLAND AND ALAMEDA CO.,
CALIFORNIA.

San Francisco } 350,000 Population.
44,000 Lineal Feet Fencing
10 and 20 Feet High.

Oakland } 60,000 Population.
11,000 Lineal Feet Fencing
10 and 20 Feet High.

Alameda Co. } 150,000 Population.
9,000 Lineal Feet Fencing
10 and 20 Feet High.

SIEBE & GREEN,

— OWN THE —

BILL POSTING

— AND —

PAINTED SIGN PLANTS.

General Office,
11th and Market Sts., San Francisco.

Branch Office,
3d and Washington Sts., Oakland.

