

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.



JOHN MISHLER.

February, 1896.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per agate line.

Albuquerque, N. M. Pop. 10,000. The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Bethlehem, Pa., pop. 25,123, South and West Pa. Groman Bill Posting and Distributing Co.

DENVER, COLO. The Curran Bill Posting & Distributing Co., own and control all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Delaware, O. G. D. McGuire, City Bill Poster, Distributor

Gloucester, Mass., J. H. Procter, Bill Poster and Distributor. Population with surrounding towns 45,000. Orders promptly executed. P. O. Box 731.

Lexington, Ky. Ramsey & Co., Licensed Bill Posters and Distributors. White men do our distributing. Circulars \$1.50 per 1000, one in each house; if books, \$2 to \$3 per 1000. Samples according to size. Satisfaction guaranteed.

Lima, Ohio. Pop. 20,000, W. T. Thrill, City Bill Poster and Distributor. Work promptly done.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester st.

Memphis, Tenn. Van Beuren & Co., Bill Posters and Distributors, 224 Second street.

Meridian, Miss. Pop. 15,000, L. D. Hoffer, City Bill Poster & Distributor

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 74 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express.

New Hampton, Iowa, R. R. Garver, Bill Poster and Distributor, Circulars distributed in Northern Iowa. Honest work. Reasonable Rates. Reference.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Palatka, Fla. N. S. Nugent, Bill Poster and Distributor

Shelbyville, Ind. T. F. Chaffee & Son, County and City Bill Posters & Distributors

South Framingham, Mass. W. H. Trowbridge, Bill Poster. Five towns

Waukegan, Ill. G. Runey & Son, Distributors. Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000.

Tucson, Arizona, 2,000 ft. of boards WM. REID, Box, 148.

Springfield, Ohio, H. H. Tyner, Licensed City Bill Poster and Distributor.

St. Charles, Mo. Pop. 10,000, City Bill Posting Co., own and control all bill boards, also do Distributing, Tacking, etc.; circulars mailed, or list of names of residents of St. Charles City and County furnished. Best of reference. J. N. Mittelberger, Manager.

Sloux City, Iowa, pop. 40,000, Posters, Distributor and Tackers. We do all kinds of advertising & guarantee work Sloux City Bill Posting and Advertising Co. [Licensed] Member A. B. P. A.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own and control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28

Western Bill Posting Co., Owners of all Advertising Spaces. Salt Lake City, Utah.

Wallace, Idaho, Coeur d'Alene Mines. J. C. Campbell, Bill Poster and Distributor, References.

Woodland, Cal. Dietz and Glendenning, Bill Posters. 6no When you write, mention Billboard Advertising.

Classified Advertisements

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee.

Boston, Mass. 1500 Washington St. Wm. E. Prescott, Distributor of advertising matter. Advertisers write at once. n6

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ills. J. A. Clough, contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Cincinnati, O. H. E. Meisner Distributing, sign tacking South & Depot

Carthage, Mo. Pop. 10,000. Joseph Barratt, Distributor; Sampler and General Advertiser.

Convent, La. Names of residents of St. James County furnished at reasonable prices. F. Vezoux.

W. E. Patton, Corinth, Miss. Bill Poster and Distributor. Reference furnished. Box 79

Detroit, Mich., Harry P. Merkle, Reliable Distributor and Sign Tacker, 21 W. Elizabeth Street.

Dowagiac, Mich. The Mich. Adv. Bureau, Wm. J. Kryder, Pres.

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Fredonia, N. Y. John H. Case, Distributor. Box 1007.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor

Ironton, Ohio. Distributing by James Haynes & Son.

Marquette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,524 Wm. H. Earle, Marquette, Wis. Reliable Distributor. Your contracts solicited

Millersburg, Dauphin Co. Pa. Roscoe I. Hinkle, Distributor, \$2 per m. d3

Milford, Mass. Edwin R. Negus, Distributor.

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York street.

Nashville, Tennessee. Circulars, etc., distributed, cards mailed \$1.50 per 1000 np. James L. Hill, 323 Broad street Nashville, Tenn.

New Orleans, C. H. Young & Co., 408 Carondelet St. General Distributors. Unlimited reference. Honest work. d4

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hainburgh

Paducah, Kentucky. H. JOSEPH HARTH. Bill Poster and Distributor. Member International Distributors Ass'n of N. A.

Peru, Ind., C. W. Stutesman, Licensed City Bill Poster & Distributor. j3

Portage, Wis. W. H. Battgate Advertising and Distributing Agency. Bill posting, signs tacked. n6

Richmond Hill, L. I. Circulars distributed honestly in Queens County by L. Bangert. n6

Seranton, Lackawanna Co., Pa. John H. Bell & Sons, General Advertising Agents, Write to us, 654 Deacon street

Selkirk, Ohio. C. P. Roberts, Reliable Distributor. j3

Williamsport, Pa. S. M. Bond, Distributor.

Western Bill Posting Co., General Distributors Salt Lake City, Utah When you write, mention Billboard Advertising.

EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Archer, Addison, 706 Girard Bldg., Philadelphia, Pa.

Archibald, David B., 73 Nassau st., New York City, N. Y.

Ascherfeld, Havre-de-grace, Md. Bagley, F. B., 212 South 15th st., Philadelphia

Ball, Burt, 314 Union Trust Bldg., St. Louis, Mo. Bates, Charles Austin, 1413-1415 Vanderbilt Bldg New York, N. Y.

Barless, C. J., Rose, N. Y. Busy Bee, 72 Adage, Boston, Mass. 4 ads and 4 cuts for \$1. Any line. 4 good ones for grocers, with cuts, for \$1.

Brown, H. P. Paulsboro, N. J. Carleton, R. S., New Haven, Conn. Coffrain, L. D., Adams & Co., Buffalo, N. Y.

Cohen, E. A., 335 Forest Ave., New York, N. Y. Corbett, E. A., care Post, Boston, Mass.

Crawford, O. W., Advertising Manager, Masonic Temple, Chicago, Ills. Curran, R. L., 111 West 34th st., New York, N. Y.

David, C. F., 67 Milk st., Boston, Mass. Day, Chas. H., Whitneyville, Conn. Decker, F. W., 155 Chambers st., Newburgh, N. Y.

Dixey, Wolstan, 85 World Building, New York, N. Y. Fairbanks, W. L., Box 857, Philadelphia, Pa.

Fowler, Nath. C., Tribune Building, New York, N. Y. Fowler, Frank Field, 13 School st., Boston, Mass.

Gillam, Manley L., Hilton, Hughes & Co., New York, N. Y. Herren, Jno. W., Norwich, Conn.

Holmes, Henry, 17 Beekman st., New York, N. Y. Hubbard, J. S., Plymouth, Wis.

Kahrs, Hy., 20 East 33rd st., New York, N. Y. Kennedy, J. E., 421 E'd of Trade, Montreal, Can.

Kirkpatrick, W. B., 513 So. Shippen St., Lancaster, Pa. Lewis, W. H., 111 Prospect Ave., Buffalo, F. Y.

Long, Jas. R., 419 Fifth St., Washington, D. C. Manning, Ulyses G., South Bend, Ind.

Marsh, Chas. H., 95 Chamber of Commerce, Chicago, Ills. Marston, Geo. W., Portsmouth, N. H.

Mathews & Lewis, 501 Main st., Kansas City, Mo. Moses, Bert M., Box 283, Brooklyn, N. Y.

Newitt, J. C., Stinson Bldg., Los Angeles, Cal. Quigg, Chas. J., Farmington, Me.

Patterson, Will J., 125 1/2 W. 3d Los Angeles, Cal. Paine, A. W., Traverse City, Mich.

Payne, Theo. E., 2519 Master st., Philadelphia, Pa. Scarboro, Jed, 48 Arbuttle Bldg, Brooklyn, N. Y.

Smith, E. L., Codman Bldg., Boston, Mass. Smith, F. M. C., Equitable Bldg., Baltimore, Md.

Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C. Spencer, C. H., Advocate Bldg., Newark, Ohio.

Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa. Stump, Frank V., Goshen, Ind.

Suters, J. H., 4 New Chambers st., New York, N. Y. The News Press, 114 Nassau st. New York City

Wady, Clifton S., Room 81, 27 School st., Boston. Ward, Artemas, Lincoln Bldg., Union Sq., N. Y.

Wasson, J. B., 270 W. 39th St., New York, N. Y. Wheatley, E. A., Effective Advertising, N. Y. Life Bldg., New York, N. Y.

Wheelock, E. J., 100 So. 10th St., Philadelphia. Wilder & Co., 621 Market st., San Francisco, Cal.

Williams, R. L., Loan & Trust Building, Washington, D. C. Winchester, H. Frank, 162 Ashford st. Brooklyn, N. Y.

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky.

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line. Advertisements amounting to \$1.50 and over, include a year's subscription free.

George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg., New York City. Broadway Advertising Co., Hugh J. Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co., 38 1/2 Marietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.

O. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.

San. P. Ferree, 231 Broadway, New York City. Manhattan E. R. Advertising Co., 33 Murray st., New York City.

POSTER PRINTERS

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co., Hartford, Conn. Calvert Litho Co., Detroit, Mich.

Cameron Show Printing Co., 57 Ann, New York. Central City Show Printing Co., Jackson, Mich.

Central Litho and Eng Co., 1406th ave, New York. Central Show Printing Co., 143 Monroe, Chicago.

Correspondent Show Printing Co., Piqua, Ohio. Courier Printing Co., Brantford, Ontario.

Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co., Buffalo, N. Y.

Cox's Sons, John, Gay and Pratt, Baltimore. The Donaldson Litho. Co., Cin'ti, O.

Eichner & Co., Baltimore. Empire Show Printing Co., 73-75 Plymouth Place, Chicago.

Forbes' Litho Co., 181 Devonshire, Boston. Francis & Valentine, 517 Clay, San Francisco.

Free Press Show Print., Detroit. Fox, Richard K., Franklin and Dover, New York.

Gribler Litho Co., Chicago. Gillin Show Print, 132 West 14th, New York.

Goes' Litho Co., 140 Monroe, Chicago. Gt. Am. Eng & Print Co., 57 Beekman, New York.

Great Western Printing Co., 511 Market, St. Louis. Greve Litho Co., The, Milwaukee, Wis.

Haaber, P. H., Fond-du-lac, Wis. Hasselman Printing Co., Indianapolis, Ind.

Hatch, C. R. & H. H., Nashville, Tenn. Hennegan & Co., Cincinnati, Ohio.

Jackson, J. B., 48 Centre, New York. Jordan Show Printing Co., 128 Franklin, Chicago.

Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia.

Libble Show Print, Bos'on, Mass. Lick Show Print, Fort Smith, Ark.

Liebler & Mass, 224 Centre, New York. Maubert's Printing House, New Orleans, La.

Metropolitan Printing Co., 222 W. 26th, New York. Miner Litho Co., The H. C., 342 west 14th st. New York.

Morgan, W. J. & Co., St. Clair, Cleveland. Morrison Show Print, Detroit, Mich.

National Printing & Eng. Co., Chicago. Orcutt Litho. Co., Chicago.

Pioneer Printing Co., 214 Jefferson, Seattle, Wash. Planet Show Print, Chatham, Ont., Canada.

Richardson & Foss, 112 4th Ave, New York. Riverside Printing Co., 216 3rd, Milwaukee, Wis.

United States Printing Co., Cincinnati. What Cheer Show Printing Co., Providence, R. I.

Winterburn Show Print., 166 Clark, Chicago. BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St.

Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.

Thos. A. Skidmore, 640 Halsey st. CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Ditt's Advertising Service, 312 Coleman st. PH' Morton, 333 west Fifth st.

CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Bour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court

Thos. Cusack, Blue Island ave. and Throop st. CLEVELAND, O. Bryan & Co., High and Middle Sts.

DENVER, COLO. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st.

KALAMAZOO, MICH.—J. E. Mc arthy & Co. LEXINGTON, KY. I. H. Ramsey & Co., 137 east Main st.

LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y.

The O. J. Gude Co., 113-115 W. Broadway C. S. Houghtaling, No. 3 Park Place L. E. LaTour, 1718 Broadway

Sam W. Hoke, 87 Nassau st. Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway

OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSHKOSH, WIS.—John E. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson.

PITTSBURGH, PA. G. G. O'Brien. PRAIRIE CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. Arthur M. Plato.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. V, No. 2.

CINCINNATI, FEBRUARY 1, 1896.

PRICE 10 CENTS.
PER YEAR, \$1.00.

SECRETARY'S REPORT OF A MEETING OF THE Associated Bill Posters' Association, At Cincinnati, Ohio, January 6, 1896.

The following report of the proceedings sent us by the secretary for publication is reproduced exactly as it appears in the folder, without alterations or corrections of any sort.

SPECIAL MEETING

of the Associated Bill Posters' Association of the United States and Canada, held at the Grand Hotel, Cincinnati, Ohio, Monday, January 6th, 1896, pursuant to call issued by President R. C. Campbell.

ton, Ky. St. Louis Bill Posting Co., St. Louis, Mo. American Bill Posting Co., Chicago, Ills. Delegates for State Associations as follows: F. M. Grooves, Indiana. F. Fitzgerald, Wisconsin. C. F. Bryan, Ohio. P. B. Oliver, Ohio. A. Harbinson, Indiana.

F. Fitzgerald moved that the application of A. J. Avery, St. Joseph, Mo., be received and the gentlemen be declared elected a member of this Association. Carried.

Mr. Breslauer moved that the application of J. E. McCarty, Kalamazoo, Mich., be received, and the gentleman be declared elected a member of this Association. Carried.

A. Bryan moved that the privileges of the floor be extended to Mr. J. E. Williams, [representing the St. Louis Bill Posting Co., he having no vote. Carried.

Wm. Donaldson stated that the stand taken by his paper as the official organ of this Association exactly as stated by him in the last issue of the same.

President Campbell announced having disposed of the Bill Board Advertising matter, the next order of business was the matter of the position taken by New York State Association in the matter of the application of O. J. Gude, and called upon Secretary Stahlbrodt of the New York State Association to state the case and facts to the Association.

Mr. Stahlbrodt took the floor, and in a concise manner explained the matter freely, just as it occurred.

Mr. Shannon moved that the action taken by the New York State Association in the application of O. J. Gude be ratified and approved. Carried.

The next order of business was the action of C. S. Houghtaling in failing to recognize our members at St. Louis and Chicago as the proper parties to do business with.

Secretary read charges as preferred by St. Louis Bill Posting Co., St. Louis, Mo.

Constitution and By-Laws, referring to "Soliciting Members" be stricken out in its entirety, two-third vote being required. The question was put and declared carried by the following vote: 14 ayes, 3 nays.

Mr. Breslauer, that all soliciting members be dropped from the roll of membership in this Association. Carried.

Mr. Donaldson then withdrew.

Mr. Leonard, that the Secretary draw an order on the Treasurer for \$10.00 each and return same to W. H. Donaldson and O. J. Gude upon their returning their certificate of membership. Carried.

Mr. A. Bryan, that at the regular Association prices as adopted by this Association all bill posters, members of this Association be made solicitors and allowed a commission of 16 2/3 per cent, and that no Bill Poster be permitted to allow any more than 16 2/3 per cent, to any one, and that no Bill Poster, member of this Association be permitted to pay any bill poster, or regu-



HOW AL. WEBER BILLED THE WALLACE SHOWS.

Meeting called to order at 2 o'clock by Pres. Campbell, who stated the object of the issuance of the call as follows:

The position taken by the New York State Association in the matter of the application of O. J. Gude.

The position taken by Bill Board Advertising contrary to the Constitution and By-Laws of the Association.

And the action of C. S. Houghtaling in failing to recognize our members at St. Louis, Mo., and Chicago, Ills., as the proper parties to do business with.

Secretary Carroll, not having arrived C. F. Bryan, Cleveland, Ohio, was appointed Secretary pro tem.

L. H. Ramsey, Lexington, Ky., was appointed Sergeant at Arms Roll call showed the following to be present:

President, R. C. Campbell. Vice-President, G. M. Leonard. Treasurer, J. A. Curran. Indianapolis Bill Posting Co., Indianapolis, Ind. Cream City Bill Posting Co., Milwaukee, Wis. M. Breslauer, Minneapolis, Minn. Walker & Co., Detroit, Mich. H. H. Tyner, Springfield, Ohio. Hevelin & Bro., Louisville, Ky. Curran Bill Posting Co., Denver, Col. G. M. Leonard, Grand Rapids, Mich. John Chapman Bill Posting Co., Cincinnati, Ohio. L. F. Ramsey & Co., Lexing-

ton, Ky. Secretary Carroll at this part of the proceedings arrived with the following members:

E. A. Stahlbrodt, Rochester, N. Y. Erie Bill Posting Co., Erie, Pa. Whitmire & Filbrick, Buffalo, N. Y. W. J. McAllister & Son, Troy, N. Y. Albany City Bill Posting Co., Albany, N. Y. having been detained by train being five hours late.

Mr. Carroll moved that the vote taken at Detroit, Mich., at our last Annual Meeting, making Bill Board Advertising the official organ of this Association be reconsidered. After a thorough discussion, participated in by the majority of members present, the question was put, and declared carried.

Wm. Donaldson asked that he be allowed to withdraw the official organ from the heading of his paper. The request was granted after the request was put in writing as follows:

CINCINNATI, January 6th, 1896.

To the President and Members of the A. B. P. A. Gentlemen—Permit us to surrender the appointment by virtue of which we have been representing your Association in the capacity of official organ.

Thanking you for your consideration, we are Most respectfully yours,

BILLBOARD ADV. Co.,
W. H. Donaldson, Editor. Jas. H. Henuegan, Mgr.

CINCINNATI, January 6th, 1896. Secretary The Associated Bill Posters' Association.

We respectfully call your attention to the matter of C. S. Houghtaling aiding and abetting an opposition in St. Louis in the firm of Hiest-Stout Co., against St. Louis Bill Posting Co., and ask the "Associated Bill Posters' Association" to take action on his membership and drop him from the Association as a member.

Yours truly,
ST. LOUIS BILL POSTING Co.,
Chas. K. Hager, Sec'y & Mgr.

American Bill Posting Co., Chicago, Ills.,
December 1st, 1895

Secretary The Associated Bill Posters' Association

We hereby charge C. S. Houghtaling with aiding and abetting an opposition in Chicago in the firm of "Himre & Co." against the American Advertising & Bill Posting Co., and ask the Associated Bill Posters' Association to take action on his membership and drop him from the Association as a member.

Yours truly,
AMERICAN ADV. & BILL POSTING Co.,
R. C. Campbell, Mgr.

Mr. Breslauer moved that the name of C. S. Houghtaling be dropped from the roll of membership in this Association. Carried.

Mr. Groves, that the Secretary of New York State Association be requested to ask the resignation of C. S. Houghtaling as a member of the New York State Association. Carried.

Mr. Harbinson, that Section 5, Article 2, of our

lar solicitor of advertising more than 16 2/3 per cent and no commission to the advertiser. Carried.

Mr. Shannon offered the following resolution, which was adopted.

RESOLVED, that a Committee of Five (5) be appointed by the Chair to devise ways and means to act in behalf of the Association towards the publication of a Journal devoted exclusively to the interests and welfare of the Associated Bill Posters' Association of the United States and Canada, to report as soon as possible to this convention.

Applications for membership received from: L. M. Crawford, Topeka, Kansas. L. M. Crawford, Wichita, Kansas. L. M. Crawford, St. Joseph, Mo. A. H. Simonds, Elizabeth, N. J. Vine Bros., Jamestown, N. Y. R. G. Spaulding, Boise City, Idaho. W. C. Tirril & Co., Lima, O. W. H. Walker, Burlington, Vt. F. C. Zehring, Lincoln, Neb. F. P. Colby, Manchester, N. H. V. A. Hett, Portsmouth, N. H. City Bill Posting Co., Peoria, Ills. J. T. Condon, West Superior, Wis.

Upon motion applications were laid upon the table until evening session.

President appointed committee on official organ P. J. Shannon, F. M. Groves, Al. Bryan, R. A. Stahlbrodt, J. Ballard Carroll.

Upon motion by Mr. Curran adjourned until 8 o'clock.

EVENING SESSION.

Meeting called to order by President Campbell Quorum present. Committee on official organ reported as follows: That it be sense of this Committee to have a paper devoted to the exclusive use of the Associated Bill Posters' Association of United States and Canada and recommended that the name of the paper be "The Bill Poster"; that the same be issued monthly and that it be devoted exclusively to the interests of general out door advertising, and that it be published under the jurisdiction of the President and Executive Committee of the Associated Bill Posters' Association of the United States and Canada.

- P. J. SHANNON, Chairman.
F. M. GROVES.
AL. BRYAN.
J. BALLARD CARROLL.
E. A. STAHLBRODT, Secretary.

Upon motion the report as read was received, accepted and ordered entered in full in the minutes of the meeting.

Mr. Groves moved that the official organ "The Bill Poster" be published in the City of Chicago under the supervision of the President and the jurisdiction of the Executive Committee, up to the date of our next Annual Meeting in July at Cleveland, and that the offices of the said official organ be in the cities of Chicago and New York. Carried.

Mr. Stahlbrodt, that the members of this Association withdraw support of any shape or form from Bill Board Advertising. Carried.

Upon motion of Mr. Campbell the applications for membership were taken from the table and acted upon as follows:

The applications of L. M. Crawford, Topeka, Kansas, L. M. Crawford, Wichita, Kansas, L. M. Crawford, St. Joseph, Mo., were rejected and Secretary directed to draw an order on Treasurer for amount of initiation fees and return the same.

The application of J. T. Condon, West Superior Wis., was laid on the table until our Annual Meeting. The applications of City Bill Posting Co., Peoria, Ills. V. A. Hett, Portsmouth, N. H. F. P. Colby, Manchester, N. H. F. C. Zehring, Lincoln, Neb. W. H. Walker, Burlington, Vt. R. C. Spaulding, Boise City, Idaho. Vine Bros., Jamestown, N. Y. W. C. Tirril & Co., Lima, O. A. H. Simonds, Elizabeth, N. J., were accepted, and the applicants declared elected members of this Association.

Mr. Campbell offered the following resolution: Resolved, that we have printed a poster, and shipped to every member of this Association to be posted free of charge and kept up in good shape, and as long a showing as possible, espousing The Bill Poster as the official organ of this Association. Adopted.

Mr. P. Shannon in behalf of the Riverside Printing and Litho. Co., Milwaukee, Wis., offered to print 5000 posters free of charge. Accepted with thanks.

Mr. Campbell offered the following resolution: RESOLVED, that the Secretary of the Associated Bill Posters' Association notifies all advertisers, solicitors of advertising and Circus proprietors the full membership of the Associated Bill Posters' Association of United States and Canada and the prices adopted by the Association and request that they use the members of the Association in all Cities where there is one, and all members are requested to notify by telegraph the President or Secretary of any one not complying with this request.

Adopted. Mr. A. Bryan, that this Association pay to E. A. Stahlbrodt the sum of \$450.00 rent for one year of the New York office, out of the general fund. Carried.

Mr. Curran presented a bill for Bill Board Advertising for \$100.

Mr. Carroll moved that the bill of Bill Board Advertising be laid on the table indefinitely. Carried.

Mr. Williams returned thanks for the privileges extended him by the Association in a few well chosen remarks.

Mr. Harbison, that the Secretary return a vote of thanks to the newspapers of the City and The A. J. Corre Hotel Co., Grand Hotel, for courtesies extended. Carried.

Mr. Curran, that we now adjourn. Carried. J. BALLARD CARROLL, Secretary.

JOHN MISHLER

Has lived in Reading, Pa. since his birth, April 28, 1847. He was in the dry goods business from 1870 to 1873. His father erected Mishler's Academy of Music in 1872 and John managed it from then until 1886, when he converted the building to other purposes and destroyed the theatre.

The present Academy of Music was opened October, 1880, and is owned by five gentlemen. John Mishler managed it from 1886 to 1888, when it was leased for two years to H. R. Jacobs. Mr. Mishler resumed management October, 1890, and will continue until he retires from business, being one of the owners. His system of theatre management is "strictly business," in many respects unique and effective and much talked about. He managed Bartholomew's Equine Paradox from 1882 to 1886, and again from 1888 to 1890. His first experience in the show business when a boy, was as the top of the tall woman. Two men in a long dress walking around the side show tent at the Reading Fair of Hugh Lindsay, a popular entertainer in his time in Pennsylvania.

Mr. Mishler is known by many circus and theatrical people as "Uncle John" on account of his geniality, good nature and attention to everybody. He is one of Reading's best known charitable citizens, and for years has done much good among the poor and the charitable societies. He was the first president of the Pennsylvania State Bill Posters' Association, and was unanimously re-elected for another year last December. At his direction the Association cannot help but be firmly established. He is conservative, impartial, honest and conscientious.

He says: "To be a successful bill poster tie the following 'knots' in your handkerchief:—Do not get drunk; do not misrepresent; do not use boys because they work without pay; do not waste time trying to destroy opposition; do not waste paper; do not undertake more than you can successfully carry out; do not buy liquor, cigars or merchandise with circus or theatre tickets; do not leave bills unpaid with indifference; don't have a dirty, careless-looking bill room; do not harbor loafers; try to be like a business man. There are hundreds of good bill posters, and it is unfortunate that the many must suffer for the weakness and deficiency of the few; but such is life. Avoid being one of the few. The golden opportunity has arrived for those that will embrace it, with active, honorable, honest business methods. I am much benefitted in this direction by carefully reading BILLBOARD ADVERTISING; each issue is worth to me the annual subscription."

A FEW LETTERS.

Editor BILLBOARD ADVERTISING, Cincinnati, Ohio.

Dear Sir:—On account of the recent winds and storms in the various parts of the country, we have had to send in all directions additional renewal paper to fix up the numerous displays that we are maintaining.

This again brings up the question of the excessive loss to bill posters, caused by the use of poor paste and inferior workmanship, and poor boards.

Everybody knows that paper posted on a board of tongued-and-grooved lumber, well braced and carefully put together, looks 100 per cent. better and lasts very much longer than when posted on an old board with half inch cracks, knot holes etc. Good honest posting also counts, besides paste and other details.

The necessity for oil posters taking some action, and getting the various members of the craft to use better paste and take greater care in putting up paper, can easily be estimated in dollars, which particularly comes out of the bill posters pocket, and when the amount is duly appreciated somebody will surely take enough interest to give the matter such careful consideration as we are sure can result in the abolishing of the necessity for constantly renewing paper that is supposed to be kept in good condition on the bill posters' boards.

A rough estimate shows that out of \$100,000 worth of posting done, the cost of the paper is about 1/3 of the total cost of the display, or about \$40,000. This includes renewal paper to the amount of about \$12,000.

This \$12,000 is a direct loss to the bill poster, as all contracting agents know that when the question of appropriating money to cover a bill posting display comes up, the estimate necessarily is to cover cost of posting and paper required. If a less quantity of paper is required, more money goes into the posting. Under the present conditions of affairs the \$12,000 is included. If the bill posters would put up their paper (as we believe it can be put up) so as to need absolutely no renewals even in very bad weather, the \$12,000 would be added to the amount of work done. This means that the bill posters will be

just \$12,000 short of the amount that they might have had and that we think they ought to have had.

Any mercantile business that could show as favorable an opportunity of increasing its gross income of 12 per cent would be willing to spend four times the amount that would be necessary for the bill posters to overcome this unfortunate situation.

Unquestionably the labor necessary to put out these renewals would figure as against the cost of keeping boards in proper condition.

The satisfaction that the bill posters would be able to give advertisers is another item that we can safely estimate as worth increased business to the amount of 25 per cent, on account of the same satisfactory service that would be given.

All things considered, we believe that this one item would easily make a difference of 50 per cent. in the amount of money spent by advertisers in the course of a season with the bill posters.

Cannot something be done to stir up the representative bill posters to a decided action on this most important point.

Yours very truly, THE O. J. GUDE CO.

New York, Jan. 21, 1896.

Editor BILLBOARD ADVERTISING, Cincinnati, Ohio.

Dear Sir:—Like a ray of sunshine the report from Mr. F. M. Groves, of Evansville, Ind., relative to "Aunt Jemima," 8 sheets that he has been carrying for us for the past month. He says "If anyone ever received a satisfactory display, "Aunt Jemima" has got it here. The bill is on the very cream of my boards, and it is the loudest and most attractive bill of its size that I have ever posted."

"I have seven more of the stands, and shall keep them up in good shape even after the expiration of the thirty days if I am not compelled to use the space."

"I am very thankful to you for favors, and assure you that anything that comes through your hands will at all times receive the very best that we can give."

Mr. Groves' statement is backed up by the advertiser's inspection, and the enterprise and attention that Mr. Groves gives to all his work is a lesson that could well be copied in many other directions.

During the last thirty days we have received many reports that paper was not in satisfactory condition, and the bill poster always said that "the storms have been so heavy that they had not enough renewal paper to go around." Here comes Mr. Groves with a statement that he had enough to go around and has some left, and the disposition that is evinced by his willingness to give the greatest possible benefit to the advertiser is bound to result in building up of a very large business for Evansville.

Perhaps it might be well for the boys to take some lessons from Mr. Groves as to how to post paper so that a little gust of wind won't blow it off the boards.

Let us hope for more reports of this kind from other directions.

Very truly yours, THE O. J. GUDE CO.

Chicago, December 16, '95.

W. H. STEINBRENNER, Gen'l Agent, Int. Ass'n of Distributors.

Dear Sir—I desire to call your attention to some work now being done on the North Side by the American District Telegraph Co. for A. J. White & Co., 30 Reade street, New York. In all my fifteen years' experience I never saw anything like it. The A. D. T. boys, not over 14 years of age, were leaving from two to thirty-one books in a place. The average seemed to be about seven, but at 204 Dearborn avenue I found and

counted in the presence of witnesses whose names I can give, thirty-one books. The A. D. T. boys were streaking them in the street so thickly that Police Officer No. 38 was about to arrest them but did not on a promise to quit throwing them in the streets. The promise lasted until he was out of sight. Yours truly,

J. A. CLOUGH.

There is a moral to this communication which needs no pointing out.

Chicago, Ill., Jan. 16th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir—I was surprised to see in your December number, several communications from officers and members of the Associated Bill Posters' Association, reflecting discredit on the Inter-state Bill Posters' Association. I cannot refrain from repudiating the unjust attacks, and take strenuous exceptions, feeling that when any line of business, industry or association is made the object of uncalled for or unjust attacks, a vigorous method of defense should be adopted.

The motive of these attacks has been a selfish, domineering, wreck-yom-opponent policy, and grab all, regardless of honor or principle. This is so thoroughly un-American that it deserves and obtains the contempt which it receives from a thinking people. It is on the wane and cannot prevail.

Why this howl from the Associated clans? Possibly because the Inter-State, yet in its infancy, has attained what older associations would be justly proud of.

The Inter-state Association is founded on broad, liberal principles. It will protect and uphold the personal and civil liberty of its members, so long as the work entrusted to them is properly done. Only so long, however, as they conduct their business in a legitimate manner, as the constitution and by-laws provide, and as they, each and every one, give bonds to do, will the Association protect them.

The Inter-state Association stands ever ready to modify rules which hinder the advancement and elevation of the craft. The object is not to coerce the bill poster into submission to the unjust demands of the few, but to place the business up where it belongs, by giving good service to advertisers in general, and not in a few cities only.

The Inter-state Association, alone of all the associations, has adopted a scale of prices which is equitable and fair for all concerned. The advertiser and the bill poster both find it satisfactory. Before it was promulgated, it was submitted to twenty national advertisers, meeting with their unanimous approval, as it had that of the Association.

The Inter-state Association has at all times extended the hand of good fellowship to all craftsmen, whether members or not. Mr. Geo. M. Leonard, of Grand Rapids, Mich., who was present at our last convention, at Springfield, Ill., in September, knows this. He was cordially welcomed, not humiliated and asked to walk out, as was the writer, when, although present by invitation by prominent and active members, he was excluded from the convention of the A. B. P. A., when last held at Rochester, N. Y.

The same treatment was accorded Mr. Runey, Secretary of our Association, when the Illinois State Association met (without a quorum) at Chicago a few months ago.

If these, and other uncouth methods, too numerous to mention, are depended on to cause the wreck of the Inter-state Association, all I can say is that they are decidedly on the wrong trolley.

Thanking you for the space, I am, Yours truly, P. F. SCHAEFFER, President of the Inter-state Bill Posters' Protective Association.



My friend, the Kentuckian, says that there is no such thing as bad whiskey, but that some whiskeys are better than some other whiskeys. It's just the same with advertising—all advertising is good, but some kinds are better than some other kinds. A poorly printed poster on a poorly selected list of locations is good, better than no advertising at all; but the same money, or a trifle more will secure you artistic printing and prominent locations.

I save my clients money by giving them good advice,—advice on what not to do, rather than in beating the bill poster down in his price; and for this reason my clients' paper usually gets the best location that the bill poster can give it.

The result is "Results." My work is good. I know my work is good, and I could prove it too if Old Bill Jones were alive. Ad Agt., 87 Nassau St., NEW YORK.

Sam W. Hoke

STAHLBRODT IS BOSS.

He Carried Everything at Cincinnati.

His Downfall at Detroit only Temporary—Host of his Adversaries readily whipped into line—The Secretary hypnotized, and even the President servilely bends the knee and doffs his cap to him—The Tail did wag the Dog.

From time to time, during the past five years, the so-called leading spirits of the Associated Bill Posters' Association have been guilty of errors of a character more or less grave, but at the meeting of the Executive Committee, January 6th, at Cincinnati, they fairly outdid themselves. The New York delegation, consisting of Messrs. Stahlbrodt, J. Ballard Carroll, W. J. McAllister, and Mr. Filbrick, of the firm of Whitmer & Filbrick, of Buffalo, were late in reaching their destination, having been delayed enroute, but when they finally arrived they got there with both feet, as the saying is. In other words, under Mr. Stahlbrodt's able direction and instruction, they carried everything, in fact had things all their own way, and instead of receiving a well-merited rebuke and reprimand, they were accorded the sanction, approval and endorsement of the President, for their rebellious attitude toward the superior organization.

Although ridiculous, even farcical in their nature, it is meet and proper that some brief account of their proceedings be chronicled here, if for no other reason than to demonstrate the folly of the foolish individualism which pervades and dominates the Association.

BILLBOARD ADVERTISING went down early in the fight, yielding gracefully to the inevitable and voluntarily surrendering the appointment by virtue of which it had been representing the organization in the capacity of official organ.

The action of the New York State Association in refusing membership to O. J. Gude was then brought up for discussion. There was no doubt that they had clearly exceeded their authority in this matter, in fact had been guilty of open rebellion against the A. B. P. A., but the real issue was adroitly ignored.

The Secretary's account of the proceedings, given in another column, states—"Mr. Stahlbrodt then took the floor, and in a concise manner explained the matter just as it occurred." He did nothing of the sort. He cleverly avoided all allusion to the undoubted insubordination and disrespect of which the New York State Association had been guilty, but with much mouthing and many words, proceeded to attack Section 5 of Article II, of the Constitution, claiming that it was unconstitutional. Shades of Cushing! Think of that. A portion of the Constitution is unconstitutional. What brilliancy, what depth of understanding, is here revealed.

Despite the protests of F. M. Groves, of Evansville, and Geo. M. Leonard, of Grand Rapids, he was enabled, with the aid and connivance of the President, to continue his homily to such length that the question under consideration, in the minds of most of those present, was forgotten for the time being. This being exactly what he was after, he resumed his seat.

Profound silence followed his remarks. Nobody seemed equal to the occasion.

Finally the President, in sheer desperation, turned to Stahlbrodt and asked for instructions.

"What mode of procedure shall we pursue in regard to the matter?" he asked.

"Why, repeal that Section," (Section 5, Article II) said Stahlbrodt.

"A motion to that effect will be in order, gentlemen," said the President. Mr. Harbison, of Indianapolis, made it, and without waiting to have it seconded, it was put to a vote and carried by 13 yeas to 7 nays (not by 14 to 5, as the Secretary's account of the proceedings has it.)

Now this remarkable and truly original departure in parliamentary procedure may suit Mr. Stahlbrodt, but there are quite a number of the members who are anything but satisfied with it. Some of the latter are quite busy trying to find out just what kind of a meeting it was. They are very curious about the matter.

The announcements sent out by the Secretary said that it was to be a meeting of the Executive Committee, while his report of the proceedings calls it a special meeting.

If it was a meeting of the Executive Committee, it is patent to the most obtuse that it was powerless to reverse the action of the Association in convention assembled.

If, on the other hand, it was a special meeting, then the attempt to repeal the section in question is null and void, for Section 3, Article X, of the Constitution, distinctly says that "any amendment or alteration to this Constitution must be made at a regular session of this Association, and if seconded, it shall be put before the Convention by the President for disposal, and if two-thirds of those present shall vote in favor of said amendment it shall become a part of the Constitution."

Now, the writer was present and knows that the motion was not seconded, and further knows that the vote was 13 yeas to 7 nays.

The President is to be excused for deciding it carried, despite the fact that it did not have the requisite two-thirds majority. No one believes that he was overly familiar with the Constitution, or with Cushing's Manual either, but most of the thinking members are not inclined to be so lenient with Stahlbrodt.

They argue that he framed most of the Constitution himself, and therefore knew that the meeting in question was not a regular meeting, for Article VII, Section 1, plainly states that the annual (regular) meeting shall take place on the second Tuesday in July.

His course in this matter is therefore viewed with distinct disfavor by the thinking men.

They are outspoken in their opinions, too, claiming that either his judgment is bad, or that he is unscrupulous. Consequently they argue that he is anyone but the proper person to dominate the Association.

Others, too, grown weary of the continual turmoil and strife in which he keeps the Association, are beginning to ask, "Is the Association run in our interest, or is it merely a means wherewith Stahlbrodt can vent his malice, spleen and envy against his more successful and enterprising rival, Mr. Gude?"

"Why," they ask, "was it necessary for us to offer a wanton and deliberate insult

to Houghtaling—to 'Hote,' who more than any other man helped to effect the organization, who is a prince of good fellows, and whom we all like?"

"Why, too, have we been compelled to affront O. J. Gude, who more than any other man has worked upon commercial advertisers in our behalf?"

"Why should we be compelled to antagonize the whole body of commercial advertisers merely to further the private aims and selfish ends of this man Stahlbrodt?"

And in the meantime Mr. Stahlbrodt is felicitating himself upon the fact that he carried the convention. His henchmen too, rejoice, but they are few, very few. The first fury of the meeting is now over, and many of the members are thinking quietly and soberly thinking.

ECHOES.

The president made a good Trilby.

Stahlbrodt, in the role of Svengali, proved a great success.

It is rumored that genial Mike O'Neil will edit *The Bill Poster*.

W. C. Tirrill, of Lima, Ohio, reports splendid business in the Oil City.

Al. Bryan in the ranks of the Cuckoos, was one of the surprises of the convention.

Louis H. Ramsey, of Lexington, deems the whole proceedings hasty, ill-advised and irregular.

H. H. Tyner had opinions, but they differed from those held by the boss, and he was promptly silenced.

F. M. Groves had the courage to voice his convictions. Like the rest of the dissenters, however, he was strangled in-stanter.

All the bill posters, save Stahlbrodt, remained over until the following day, in order to attend the convention of the circus men.

Seven of the members who were present at the meeting, have since written this paper, totally disavowing the action of the convention.

James A. Curran combined business with pleasure. The Denver boards will take on new interest as a result of Jim's eastern trip.

Mike Breslauer, of Minneapolis, has been in the business for twenty-two years, although he does not look to be much over twenty five years of age.

Phil Oliver stands well with the showmen. He is one of the most popular bill posters in the country. As a consequence, Findlay, O., always gets its share of the circuses.

Geo. M. Leonard added Stahlbrodt's name to the list of those "fired," in a special resolution to that effect, but the secretary has carefully eliminated all mention of it.

L. M. Crawford's applications for membership were rejected, of course. It was Crawford, we believe, who furnished O. J. Gude with the postal card that caused the arrest of the boss.

Common decency should have prevented the bare-faced steal of that sterling English publication's title, *The Bill Poster*. Surely there are plenty of others to choose from. Even the veriest boors would not be guilty of such rank discourtesy.

Every one who differed with the boss was summarily squelched, except Geo. M. Leonard and BILLBOARD ADVERTISING. It seemed for a while that Leonard, single-handed and alone, would prove more than a match for Svengali and his Trilbies.

The wire-pulling tactics of the ward politician, and the methods of the shyster lawyer, may prove successful expedients now and then, but there are many members of the Association who believe they

are out of place in the deliberations of a trade organization.

Despite the fact that there is not enough of the Wisconsin Bill Posters' Association left to wad a shot gun with, F. Fitzgerald qualified as a delegate, representing the state. It was of course, merely a subterfuge, resorted to in order to give the Cream City Bill Posting Co. two votes.

If you are capable of forming an opinion, if you have views of your own, if you ever do any thinking on your own account, beware! These are special privileges which the boss reserves for himself, and any one infringing on his particular rights, is likely to be summarily "fired."

The attitude of the Association toward BILLBOARD ADVERTISING, the only paper in the twenty thousand publications of the United States and Canada that champions the cause of bill posters, is highly edifying. It does seem, as one of the members remarked, that they could have found more profitable employment than trying to kill their best friend.

Filbrick captured a son of Darkest Africa and after decorating him profusely with rosettes and vari-colored ribbons, took him the rounds of the hotels and saloons, utilizing him as a sort of color bearer for the gang. The poor coon did not last long however. In less than two hours from the time he was captured, he was loaded to the guards and utterly unable to navigate.

Al. Bryan, at least it was rumored it was Al., bought a load of coal from a coal driver, whom he met on the street; after concluding his purchase, he gravely made a round of the saloons, accompanied by about a dozens of his confreres, swapping coal for drinks. When it was all gone, he loaded the cart full of bill posters at the Emery Hotel, and with his load of loaded gentlemen drove to the Grand Hotel in state to call on President Campbell.

"THE BILL POSTER."

Under the above title a newcomer in field of journalism will soon be launched. It will be devoted exclusively to the interests of the Associated Bill Posters' Association of the United States and Canada, and will be published under the auspices and supervision of the executive committee of that organization.

We presume that it will in some measure be devoted to the popularizing of the poster, and upon this presumption we bespeak for it the support and endorsement of bill posters and advertisers everywhere.

Hitherto we have occupied this field exclusively. Alone and unaided among twenty thousand publications, all of whom were busy in extolling space in periodicals and openly decrying the billboards, we have battled for the poster. At first the unequal contest seemed hopeless. It was like the piping voice of an infant raised against the mighty roar of Niagara, but slowly and surely we have stemmed the current.

Printer's Ink, Profitable Advertising, Art in Advertising, Fame, Business, Push, The Echo, Results and Brains, all speak in just and fair terms of the pictures on the wall, and not a few of them have devoted an entire department to this particular class of advertising.

We welcome *The Bill Poster* heartily. The field is wide and the work is hard. We have have much need of its help. If there is not room for it and us, as some few people affect to believe, then the theory of the survival of the fittest will soon be demonstrated. We do not anticipate such an issue. On the contrary, we would like to see more, many more, to aid us in preaching the gospel of paper, paste and push.

ARTISTIC ADVERTISING SIGNS IN PITTSBURG.

It is only recently that the advertising sign has appeared in Pittsburg, Pa., in the most artistic form, but of late the busy thoroughfares of that enterprising city have been adorned by numerous sign-boards that bear the unmistak-



able marks of the highest development of the sign writer's art, and in fact show, not only lettering of the most advanced type, but pictorial work that gives evidence of the handicraft of the trained artist. Those master painters who were present at the Louisville Convention of the National Association and saw the beautiful piece of sign work exhibited there by G. G. O'Brien, the well-known decorator and wall paper dealer of Fifth Avenue, Pittsburg, will not be surprised to learn that his establishment is responsible for the most artistic and original of these signs. Some of them, of course, are used to advertise his own business, for he is one of the boldest and most extensive advertisers in the "Smoky City," using newspaper space freely, as well as advertising sign boards, to call attention to his immense wall paper business.

A sign designed to attract attention at the time of the *Defender-Valkyrie* yacht races, represents two yachts in full sail, dashing over a wide expanse of wide swept sea. The foremost boat carries on her huge mainsail an announcement of the wall paper department of G. G. O'Brien, typifying the fact that he may always be found leading the race, when there is a contest for supplying the public with artistic wall coverings. Still another one of Mr. O'Brien's announcements appears as though painted on the side of some giant cliff, against whose base the storm tossed breakers are beating. In neither of these two signs does the lettering occupy any considerable portion of the space, the greater part of the design being a marine picture which attracts attention from the beauty of its coloring and its execution as a work of art; although the eye is necessarily carried to the advertisement, which occupies as it were, the focal point, towards which every portion of the picture leads. The same thing is true of another sign, a moonlight scene, in which Mr. O'Brien's announcement is seen upon the side of a barn, standing by a railroad track. This picture is a remarkably well rendered piece of black and white work.—*Painting & Decorating.*

WINDOW DRESSING.

Is there any longer a shadow of doubt as to the trade bringing potentiality of a dressed window? Those who have tried its efficacy as a means of drawing trade are enthusiastic. We consider the storekeeper's window his cheapest advertisement. In his window he can display the goods with or without prices, as he deems best. Is not the dealer's window his sign of cleanliness, thrift, taste and business enterprise? It stands there, no matter where its owner may be, continually enticing the public to the spot. Window advertising catches a class of custom that is well worth the baiting. There is also a trade caught by attractive window advertising that never would materialize were it not for the show; just as the huckster creates an appetite that never would have been developed were it not for the polishing of his red-ripe apples.

The style of window is the first thing to consider. In this connection we may say that it is one of the requisites of a good trade, where there is any sort of intelligent competition, that there be the maximum of unbroken window glass in the store front. If the front is a single one, say

some twenty-two feet, the best disposition to make of it is to place the door at one side, and make one window. By all means let the store front be a light color, even if the paint has to be applied twice a year. It suggests neatness on the inside. A pale cream with gold lining is one of the latest and most tasteful things in colored fronts.

The lettering on the window is a thing worth attention. The old style white enameled letters is not bad, but one of the new things is a gold script, a thick letter some half inch or more deep. The lettering should not interfere with the display.

The custom of keeping stores open late in the evening is still prevalent, and there is no better



time for a display if the window and store be well lighted. If your store is situated on a prominent thoroughfare, where a great many persons are likely to pass after sundown, the windows should be well lighted, so that the goods in them may be viewed, and so that the advertising value of your window may go on while your store is closed. As bearing on the matter of lighting it would be well if the backs and sides of each window were lined with mirrors. Nothing can be more effective or give more light, and at the same time do away with all clumsy draping to hide the wooden backs or partitions. For artificial light of course electric lamps are by far the best and safest, but where these cannot be had, there are many covered lamps that are very effective.

As a rule, windows are overcrowded and various classes of goods are indiscriminately mixed, whereby the eye becomes confused and the mind is unable to grasp any particular object shown. Do not dress too high up and let any special line or bargain be as near as possible on a level with the eyes of the passer by. All price tickets and descriptions should be plainly written, with as little ornamentation as possible and in a color to suit the goods.

The window-dresser must keep in mind the object in view and be guided accordingly. He aims to set forth a fair sample of the goods to be found within. They must be so displayed as to prove an attraction to the people upon the street, most of whom are intent upon going somewhere else. Their attention must be diverted from their original purpose. To do this the goods displayed must be of such a character as will appeal with force to the purchaser at the time. In a word, the window must be dressed with seasonable goods.

Every legitimate method for attracting the

attention of those who pass your way must be used. The ways by which you can get the people of your town in sympathy with your methods are numerous. First of all you must be sincere and try to please. Then keep up with local and current history. If a new opera or theater troupe is coming to town, the event will be talked about a week or so before it comes off. Now, if you could secure portraits of the leading members of the troupe and place them in your window, people would feel grateful to you.

The general success which comes from window dressing is enough to warrant a merchant in going to any expense necessary to make his display effective. The display should be made first-class in every particular. Nothing should be left half-done, and nothing should be left undone. Even if your window is expensive, it will pay for itself twice over if it is properly made.—*Keystone.*

LICENSE?

The following communication has been received. Some of the argument seems far fetched, but we publish it, believing that all bill posters are interested in this subject. We should like to have the views of others on the same subject.—EDITOR. EDITOR BILLBOARD ADVERTISING.

Dear Sir—I have noticed that you have advocated licensing the bill posting business, and in support of such a standpoint, you have advanced several reasons, the principal of which is that it

on plenty of good service to protect him. The town which has the poor boards, is the one which the advertiser reduces his appropriation for, or else cuts out of his list entirely, and the result is that too late the bill poster realizes that his "protective" license failed to protect.

Again no bill posters license can be drawn in such a manner as to give him a monopoly and be capable of enforcement. If the agent for Jones' pills does not want to use Peter Smith's boards in Blankville, there is no law, which permitting others, can prevent him from doing his own advertising. I will admit that Peter Smith has in many instances, prevented the Jones' pills man from doing his own advertising, but it was just by a good bluff. If Jones' pills will carry the case into a court where Dogberry is not the presiding justice, the verdict can only be one way, and that is every man may advertise his own business.

A stringent license law is absurd. If the distribution of circulars should be prohibited except by licensed distributors, it would compel every newspaper in the city where such law obtained to take out a license or pay tribute (black-mail I was going to say) to the licensed distributor, because every business announcement in the newspaper is in its nature a circular. To go further, the stringent law, which Peter Smith of Blankville had passed, must, to be any good for any protection, prohibit the painting, posting, tacking or nailing of any bill or sign by anyone except the licensed bill poster. Such a law is ridiculous; if Squills wants a new sign on his drug-store, he must, under this law, employ Smith. The only license law which can be enforced is one, leaving people free to do all their own advertising if they like, imposing a tax on anyone or any company engaging in the bill posting or distributing business, and my contention is that far more protection is gained by devoting the money which such a license would cost to improving the service given the advertiser.

All the license laws in the world will not bring business, and without business there is nothing to pay license for.—NO LICENSE.

A PLEASED PATRON, ETC.

BROOKLYN, N. Y., Jan. 11, '96.

MR. JAMES H. HENNEGAN,
Mgt BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—Glad I got there—didn't expect to come in first, second, third, and had my doubts about coming in fourth. I'm tickled. The ad in the December and January numbers is bringing in excellent returns. Insert enclosed copy in my space for Feb.

Wishing you success, I am, yours truly,
JED SCARBORO.

THINK ABOUT IT.

In America there are about \$200,000,000 spent in advertising every year. Do you think this could be kept up year after year—and not only kept up, but constantly increased—if advertisements were not profitable to the purchasers? It costs an immense amount of money to advertise

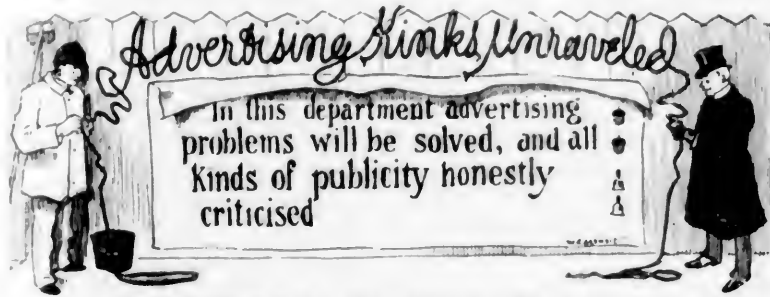


heavy license, (and a nominal license keeps out no one.) It is a drain and an expense from which the bill poster gets no benefit. The man who contemplates getting a license ordinance passed in his town will benefit his business far more if he will devote the amount of the license to improving his plant and keeping up the standard of his service.

The man who relies on his license for protection, is more apt to let his boards become "ratty" and dilapidated, than is the man who relies

extensively; no business concern could or would long keep it up unless it pays, and no advertisement can pay the advertiser unless it also pays the reader.

The mere fact that men continue to advertise year after year, is sufficient proof that the reader of advertisements finds such reading profitable. No one pretends, however, that the art of advertising has yet reached a state of perfection; there is room for improvement always.—*News-paperdom.*



Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 411 1/2 Elm Avenue, Philadelphia.

INTRODUCTION

The object of this department is to answer, to the best of my ability, any questions on the subject of advertising that readers of BILLBOARD ADVERTISING may choose to ask me.

POSTERS, newspaper advertisements, circulars, booklets, and all other printed matter, will be frankly and honestly criticized for those who desire it, and any advertising problem will be cheerfully solved.

The publishers of BILLBOARD ADVERTISING are paying me for this service in order that their readers may be served free of any expense; so don't hesitate to call upon me early and often.

CHANGE COPY.

H. G. A. writes: I have hired a building, about fifteen by thirty feet, (at a small rental) that was formerly used as a toll house and is situated on one end of the bridge that crosses the river here. The electric cars cross this bridge, and I want signs painted on the ends and front of this house in order that they may be seen from the car windows. What do you think of the scheme? Don't you think it would draw trade to my store. I have also secured the end of a barn on the main road that has to be traversed by everybody coming into town from the country back of us. I had painted on it, "Why Not go to Blank's Cash Store? He Buys Everything; He Sells Everything."

Answer: Putting your sign on the house at the end of the bridge is good advertising. If many pedestrians pass that way I would fit the interior up as a waiting room, with benches, etc.; and would paper the walls with your old posters and street car cards, each one different. But the signs on both house and barn should be changed, at the very least, every three months, and each time the color of the background should be different, so that people will notice you have changed it. The reason that sign advertising does not pay certain complaining people is because the wording and the colors of their signs are never changed, and, as you know, after you see the same thing a great number of times, you see it without seeing it. When you next change your signs, you might use something on this order: "The right road to economical buying leads directly to Blank's Cash Store."

POSTERS PAY M'CANN.

B. K. writes: I have an "up-town" store; that is, my place of business is in the resident part of the city, so of course, I can only cater to a neighborhood trade. How can I advertise my store? Newspapers will not pay me as only a very small part of their circulation reaches people in this one locality.

Answer: A recent number of *Printers' Ink* tells of the success of a Bowery liat-

ter, M'Cann by name, who has successfully built up his business from one catering only to a small locality to a metropolitan trade by poster advertising. I would advise you to cover the billboards in your neighborhood with attractive posters, quoting the price of some special shoe bargain. Mr. M'Cann has this to say about his method:

"I've got a monopoly of the hat advertising business on the L stations and have had the contract now for twelve years. The public don't seem to get tired of these posters. It is a fresh face and a fresh hat each season. I think a great part of the interest is because it furnishes a ready index to the new styles. When I came on to the Bowery nineteen years ago, Callahan was the only retailer who spent any money for advertising. One of his favorite methods was to employ fellows in hard luck who struck him for a drink to promenade the Bowery and Grand street, with 'sandwiches' hung on them. That was a primitive era for New York advertising, and the sandwich man was a great feature of Broadway in those days. Callahan was the leading advertiser on the Bowery for years, and left a fortune of a million dollars made in retailing hats."

The signs of "M'Cann's Hats," strikingly live black and white lithographs that stare you in the face as you loiter on the L platforms, are well known to every New Yorker, and there should be no reason why you could not make "B. K.'s Shoes" just as famous.

NEWSPAPERS SUPPORT POSTERS.

Publisher writes: I am the publisher of a "live" weekly in this locality, but the merchants patronize my columns but lightly; their appropriation being devoted to billboard advertising. What can I do to get their patronage?

Answer: My advice would be to offer extra inducements to the merchants of your town. Set up attractive advertisements for them, send them proofs, and quote your lowest rates for their insertion in the next number of your paper. Put them on the back in your local columns, and give their posters a nice reading notice in your news columns. Thus you will show the business men of your locality that it takes all methods of advertising to build up a successful business.

The great trouble is that newspaper publishers realize the pulling powers of the circular and the poster, and use them to such a great extent to push their own business that they teach the general merchants, by their object lesson, that posters are a mighty good thing. Even the large city dailies resort exclusively to this method to boom circulation. *Newspaper Maker* tells the following story of the New York newspaper poster:

There is interesting competition among the New York dailies in the matter of billboard advertising. For some years the *World* has

utilized circular boards on the elevated railroad stations, announcing the value of its want columns, and laterly the features of the succeeding Sunday's issue.

Next the *Sun* took up the same line of advertising. Through this means it's "If you see it in the *Sun*, it's so" became familiar to Gothamites who had not knowledge of the fact from practical examination of the paper. Then "art" posters of the Aubrey Beardsley type made themselves conspicuous in the *Sun's* interest. The picture of a sky-blue female walking up a scarlet pathway burnt itself into the brain like one of Edgar Saltus's "purple moments." It secured its object, however, and at the same time was admirable from a "Yellow Book" point of view. This has been followed by others less "decadent" in their conception but equally admirable from an "advanced art" standpoint.

Then the *Times*, apparently emulating the example of its contemporaries, began putting out posters. It contents itself, as a rule, with announcing Sunday features in a conservative manner.

The last appearance on the billboards of the elevated railroad is the *Tribune*, whose terracotta representation of a Roman tribune is at once appropriate, artistic and attractive.

The *Journal*, urged by its need of living down its past reputation, and in which it is succeeding and profiting by a knowledge of the work of its contemporaries in the same field, has attempted to go them all one better. Its projectors have, perhaps, "builed better than they knew." Large posters cover the boardings all over the city. These posters have a myrtle-green background on which the words *The Morning Journal* stand out in white letters outlined in red. "A modern newspaper at a modern price" runs along the bottom of the poster, and "All the news for one cent" occupies the left side of it. "One cent" is expressed by a beautifully designed adaptation of a copper cent of large size in bronze ink.

This sign in its simplicity is a model of excellence. Less ambitious in its artistic aims than those of the *Sun* and *Tribune*, it strikes the attention aggressively without leaving a flavor of resentment in the mind.

In addition to this sign the *Journal* is using a smaller poster on which are represented two arms terminating in gloved hands. One of these hands is holding a newly bought *Journal*, while the other is dropping a cent into the ungloved hand of the newsdealer of whom the arm alone is shown in the drawing. This simple design implies that the character of the *Journal* is so improved that it is now read by the class that wears gloves; that its price is one cent; that it no longer has the fly-specked appearance which it used to bear in keeping with its former spotted moral character. In fact, this poster is an inspiration, telling its story at a glance. It is evident that the *Journal* not only knows how to be a first-class newspaper, but also knows how to inform the public of the fact.—*New York Newspaper Maker*.

The last line tells the story—"it knows how to inform the public of the fact." In other words, even the great metropolitan papers recognize the poster as the king of eye catchers.

W. CHANDLER STEWART.

Business

A Practical Journal of the Office

The Office Paper

Including practical accounting and mirror of advertising, monthly, 40 to 60 pages, 9 x 13 inches handsomely printed and appropriately illustrated. \$2 a year.

BUSINESS includes in its field all Office Subjects. It treats particularly upon Business Management, Office Routine, Accounting and Advertising, and incidentally upon Finance, Manufacturing, Transportation and Commerce.

DEPARTMENTS.

Its monthly work is subdivided into convenient departments, among which are the following:

Editorial Notes and Comments contains brief reviews and discussions of current events, with pertinent references to the general outlook, to commercial progress, and to notable business affairs.

Articles by prominent writers are presented in each monthly issue on subjects of timely interest outside of the stated departments.

Office Mail Bag contains selections from the Editor's mail, and letters from practical men discussing the various questions which arise in office practice. It presents Questions and Answers, together with narratives of experience in all the different branches of office work.

Office Record presents illustrated descriptions of new devices of use and convenience in counting rooms, stores and libraries.

Business Literature contains reviews and notices of new books on subjects having an immediate interest for business men.

Gleanings from the Press presents short articles and extracts from the trade, technical and general newspaper press on current business questions. It is in effect the Spirit of the Business Press, or a monthly review of what different writers in various departments of journalism are saying on topics having an immediate bearing upon business interests.

Art and Practice of Advertising contains discussions of the methods of obtaining profitable publicity, and of securing buyers by appeals to the public. It presents chapters from the History of Successful Advertising, and through the Mirror of Advertising gives numerous examples of the work which successful advertisers find it expedient to employ. Circulars and Catalogues are considered, as well as newspaper work.

Advertising Pointers are brief items relating to advertising practice, embodying suggestions of ways and means to catch the public eye and ear with brief accounts of successes achieved.

Institutions and Associations contains accounts of what the different organizations among office men and accountants are doing, and occasionally presents full reports of their proceedings.

Business Law contains articles on legal topics of special importance to business men, together with brief summaries of decisions of the courts bearing upon commercial practice.

Practical Accounting is conducted with the immediate co-operation of some of the most eminent accountants of the day. Each number contains one or more articles carefully prepared by accountants of wide experience on stated branches of accounting, and one or more theoretical dissertations. Articles describing in detail the accounting practiced in representative establishments in leading lines of trade are also a regular feature. It is in all respects an up-to-date exposition of the principles and practice of accounting.

EDITOR AND CONTRIBUTORS.

Business is conducted by A. O. KITTREDGE, Fellow of the Institute of Accountants, and numbers among the contributors to its columns the leading accountants of the day, together with numerous practical writers on advanced business methods, and the most eminent advertising experts.

Business has gained its unique and enviable position among publications by its practical usefulness to its readers. Its pages constitute an encyclopedia of the best business practice brought down to date.

Not content with what can be done through the pages of *Business* the publishers have organized certain special agencies for the accommodation of their subscribers. One of these is the

BUREAU OF BUSINESS INFORMATION

an adjunct of the regular Editorial Department, through which, for a fee, ranging from \$1 to \$10 according to the nature of the case and the labor involved, a subscriber to *Business* can obtain, by mail, with reasonable promptness, an answer to any question he has to propose relating to Business Practice, Office Routine, Bookkeeping, Higher Accounting, or Advertising.

BUSINESS BOOK CLUB.

Another agency for the special use of subscribers to *Business* is the Business Book Club, through which works on Accounting, Business Science, Finance and Advertising, as well as technical books in general, are supplied at a discount from publishers' prices. Membership tickets, good for one year, and renewable at expiration, are issued entitling the subscriber to 10 per cent. off on orders of one dollar up to ten dollars, and 15 per cent. off on orders of ten dollars and upward.

EACH YEARLY SUBSCRIBER

to *Business* is constituted a member of the Bureau of Business Information, without the payment of membership fee, and is entitled to the use of its facilities at net cost.

A membership card in the Business Book Club is issued to each subscriber to *Business*, good for the term for which the subscription is paid, and renewable therewith.

Each subscriber to *Business* is also entitled to receive, without extra charge, the "Mirror of Advertising" and "Practical Accounting," which are complete papers in themselves.

TERMS

The subscription price to *Business* (including membership in the Bureau of Business Information, and Business Book Club, and including also Mirror of Advertising and Practical Accounting) is \$2 a year, payable in advance. Single copies 20 cents.

Postage is prepaid by the publishers for all subscription in the United States, Canada and Mexico. For all other countries in the Postal Union subscribers must add \$1 a year.

Remittances should be sent by Check, Draft, Express Order, or Postal Order, payable to the Kittredge Company. Cash remittances are at the risk of the sender unless transmitted by Express or in Registered Letters.

Address all Communications to

KITTREDGE COMPANY, Publishers of *Business*, 13 Astor Place, New York.

Billboard Advertising

PUBLISHED MONTHLY AT
127 East Eighth Street, Cincinnati, O., U. S. A.

BY
BILLBOARD ADVERTISING CO.,
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscript.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph bills may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

FEBRUARY 1, 1896.

ADVERTISERS who are now using the billboards, and those who contemplate a trial of this form of publicity, will doubtless read the proceedings of the Associated Bill Posters' Association convention with no little surprise. We would gladly have suppressed the account of the unwise and tactless action taken, were it not for the fact, that it has become plainly evident of late that the organization is dominated by narrowness and prejudice to such an extent that nothing but the most thorough ventilation and open discussion will ever set it free. It will be seen therefore, that though the task is far from inviting, we are compelled, in the interest of advertisers and bill posters in general, to give the whole matter the widest possible publicity. Advertising firms, and especially showmen, will do well to make due allowance for the fact, that it was in no sense a representative gathering of bill posters, or indeed, of the members of the Associated Bill Posters' Association, for the organization boasts of many men of brains and ability. These latter, unfortunately, were in the minority at the Cincinnati meeting, otherwise, the hasty, ill-advised and unwise action taken, might have been avoided. It might be well to suspend action entirely, until the cooler, thinking men have had an opportunity of expressing themselves.

* * *

STRANGELY enough, the deplorable state of affairs which now obtains in the Association, is largely due to the personal ambition of one man, who, with the exception of a brief interval of some six months, has been able to control every movement and action of the organization during its entire existence of five years. Autocratic as a czar, intolerant as a bigot, he yet rules with a rod of iron, a body of men, of whom there is scarcely more than half a dozen that are not his superior in

judgment and business acumen. His strength though, partially due to appreciation of his splendid efforts in organizing the Association, and a deep knowledge of parliamentary proceedings, which he affects, still, lies mainly in the ingenious appeals which he makes to the cupidity and fear of his subjects. Riches, rapidly acquired, and opposition absolutely eliminated, are promised them through associated effort, and despite the fact, that he has fed them on this pap for over half of a decade, he still finds it an effective bribe. The wealth has not materialized, and not one single opposition firm has been cut out, but the boss is established in the metropolis, a monopoly of all commissions is almost within his grasp. He's all right.

* * *

It is not surprising under these conditions that the Associated Bill Posters Association has failed to accomplish any real good. Indeed, the only wonder is that the one or the other, that is, the Association or the business of bill posting in general, has not been utterly killed long since. It can only be accounted for by the supposition, that on the one hand, cool headed and liberal members of the Association have discerned the possibilities for good which the organization affords, and are biding their time in hopes of ultimately shaking off the yoke they are now bearing; or on the other hand, that the poster yields such satisfactory and prompt results, that some advertisers are willing to put up with discourtesy, and the many other flagrant evils and abuses which they now encounter, rather than embrace another medium. However, it is promised that at the meeting in Cleveland next July, all of the mistakes of the recent meeting will be undone, and that thenceforth the organization will be conducted on broad and liberal lines.

* * *

THAT failing, however, we are glad to inform members of the craft and billboard advertisers generally, that there is great promise of relief from an entirely different source. The Inter-State Bill Posters' Association is an organization formed with an object, and that object is the elevation and improvement of bill posting. It recognizes that there are interests to conserve besides those of the bill poster, and its cardinal principle is "guaranteed service at equitable prices." Any bill poster of good character and recognized standing is eligible for membership, as are also poster printers, solicitors and advertising agents. Its efforts will be directed toward popularizing the poster, and not to advancing the private ambitions of any one member, or clique of members. The broad and liberal men who are pushing it, believe that the surest and best means of helping the individual,

is by benefitting the craft at large. Though young, its growth has been wonderful. The A. B. P. A. had fourteen applications for membership in six months. The new organization had the same number in January alone. Furthermore it bids fair to have equally as many representatives in important cities before the year is out.

The Boycott.

This Dastardly Expedient Invoked by the President of the Associated Bill Posters' Association.

Letters are being sent out to members of the Associated Bill Posters' Association by the president of that organization, calling attention to a certain resolution, the gist of which is a bluff at coercing circus men. The letter also contains the following paragraph.

"I hereby notify and request you not to post Liggett & Meyers' 8-sheet "Sweet Moments" Cigarette bill (until they recognize the Associated Bill Posters' Association members,) for the reason that they have given the opposition company in Chicago the "bill," and they cannot give them a satisfactory showing without asking the Association member to post part of the billing, which they have done to-day.

"I enclose you one of our members lists and as they have never charged Liggett & Meyers but three cents per sheet per week, which is regular, and have always given them the best of service, our member feels that Liggett & Meyers are wrong in ignoring them."

The opposition firm referred to in the foregoing is The Chicago Bill Posting Co. of which P. F. Schaefer, president of the new Inter-State Bill Posters' Association, is proprietor. Probably no higher compliment could be paid the new organization than this acknowledgment upon the part of President Campbell, that it has already caused him to yell "help."

The facts in the case are, however, that the Liggett & Meyers Co. are entirely right in the matter.

They have used the American Bill Posting Co. in the past, but recently determined that they were not receiving the service that they had contracted and paid for, and consequently made the change referred to, giving all of their Chicago work to Mr. Schaefer.

Hence, Mr. Campbell, (as president of the A. B. P. A.) asks all members to come to his aid and help him to coerce Liggett & Meyers into accepting a service which is not satisfactory to them.

It must be borne in mind that Mr. Campbell is also president and manager of the company which poses as the aggrieved member.

This company is a wealthy one, amply able to fight its own battles, but evidently prefers the less expensive plan of having the other members of the A. B. P. A. fight them.

It will cost the other members of the Association in rough figures, eighteen thousand dollars, if they should all refuse this work at the president's solicitation, for Liggett & Meyers have prepared to cover the whole country for six months. But that cuts no figure with the president, especially as long as none of it comes out of his pocket.

Now there are not many members that will pay any attention to the communication. Most of them argue that Liggett & Meyers, who for years have paid them in full and promptly for services rendered, are of far more importance and consideration to them, than the president or his private interests.

Some of them are unkind enough, too, to ask when he ever refused work under similar circumstances. It was not the Barnum Show work last year, yet they patronized non-association members, whenever and wherever necessary.

Some people say, too, that a certain high official subscribed five hundred dollars to support the New York office, and that when called upon to produce, that he backed right down. "Hote" didn't though. He paid his, possibly that's why the president was instrumental in having him removed from membership.

The general impression prevails that the president is a great scrapper, so long as some one else foots the bills. His pretense of acting on behalf of, and in the interest of the A. B. P. A., is so transparent that most of the members are quietly laughing in their sleeves.

(We have actual knowledge of numerous occasions upon which the American Bill Posting Co. itself, has given work to this identical opposition firm.—EDITOR.)

CIRCUS MEN.

Convention of the Protective League of American Showmen.

The annual meeting of the circus men, which occurred at the Hotel Emery, January 7 and 8, was uneventful. Many of the bill posters who had attended the meeting at the Grand Hotel the day before remained over in order to shake hands with the showmen. On this account the preliminary session was given over to the discussion of two special subjects of mutual interest to bill posters and showmen. It had been noised around that President Campbell had offered the following resolution at the Bill Posters' Convention, viz:

"Resolved, That the secretary of the Associated Bill Posters' Association notify all advertisers solicitors of advertising and Circus Proprietors of the full membership of this Association and request that they use the members of the Association in all cities where there is one, and all members are requested to notify by telegraph the president or secretary of any one not complying with this request."

Consequently the following questions were offered for debate: 1—Why should bill posters charge circuses higher than regular rates? 2—What retaliatory measures are contemplated by the Association in instances where showmen patronize independent or so-called opposition bill posters?

Mr. Campbell spoke first on behalf of the bill posters, denying that any measures of retaliation were contemplated by the Association. He was followed by Messrs. Tyner, McAllister and Leonard, the latter meeting the issue fairly and squarely and making many friends by his bold, frank and outspoken remarks.

A. S. Kohlund, Ephraim Sells and John F. Robinson responded on behalf of the showmen.

The following Committee on License was appointed the following day, viz: Geo. M. Leonard, Harry Stoops, Mike Breslauer, Junius Garlick, Jas. A. Curran, Geo. P. McLain, Martin Tooley, Ed. Heverin. Wm. H. Donaldson was appointed chairman and Mr. P. F. Schaefer of the Chicago Bill Posting Co., secretary.

Mr. J. E. Williams, of the Gunning Co., of Chicago, was elected Chairman of the Board of Directors.

Mr. W. H. Walker, of Detroit, was elected treasurer, and Mr. Geo. M. Leonard, first vice-president.

Mr. Schaefer made many friends by the zeal and earnestness he manifested on the license question.

Common Sense.

The ostrich hides his head when pursued and brought to bay, and thinks that by so doing he is protected from all dangers.

The course of procedure among bill posters seems to be much the same. They are constantly pursued by opposition, either actual or prospective, and ostrich-like they have huddled themselves together in an association, thinking thereby to protect themselves by concealing their heads under the cloak of the Association while leaving the most vulnerable part exposed to the attack.

A few reasons will demonstrate the utter impossibility of any mere organization affording the protection promised.

First.—No boycott ever succeeded. The public despise it as a means and regard those employing it as despicable.

Secondly.—A very large proportion of any membership, owing to principle or the lack of it (both are potent here) refuse to obey a boycott order, thus rendering it largely inoperative at the outset.

Thirdly.—The law guarantees that one may, with security, purchase his commodity where he pleases. That this commodity happens to be publicity matters not.

Fourthly.—If a man sustain damages by reason of a boycott order issued by an incorporated association, he can sue and recover damages from the association at large.

Fifthly.—If they are not incorporated he can prosecute the members or any member thereof for conspiracy.

Besides all these, the most powerful reason of all is that good advertising mediums are plentiful, and no advertiser is compelled to use the boards if confronted with the slightest difficulty.

Circuses will bill a town whether the bill poster says they may or not. To quote examples which every one knows of is almost unnecessary, but if the protective feature of the A. P. B. A. is of the least value why were Miller Brothers, of Columbus left to fight their battle alone and unaided by the Association after the Barnum Show had instituted opposition there last Spring? Well this is why: the Barnum Show bills, association or no association.

If the bill poster is unjust in his demands, they simply go ahead and bill the town or city without him. And if the association members were to refuse to bill the Barnum Show they realize that they would be losing all the money that the Barnum Show is willing to pay and in addition establishing a well-developed opposition in most cases.

Unanswerable truths must be behind him who opposes his own judgment against the many, but, having those truths, he is a fool and coward if he is afraid to own it.

Our position in this matter has been far from popular. We have attacked the dearest idol of the Association, and every one knows that we have had the courage of our convictions, that we have spoken out in spite of popular clamor and attempted coercion.

We have seen the usefulness of the A. B. P. A. hampered by the petty jealousies, foolish individualism, and constant grinding of axes, which this "protective idea" fosters and encourages. We can see plainly that the Association will never

possess strength, influence or dignity until this false doctrine is rooted up. Under the present regime, meetings are largely given over to furthering personal ambitions, airing private grievances and fostering individual animosities. There is no time left for the discussion of measures having in view the good of the craft at large or the good of the Association.

It is high time the members deposed the would-be modern Moses, who is vainly trying to lead them out of the wilderness. True, he has brought them within sight of the promised land, but is utterly unable to go further. Thank him, gentlemen, and let him down easy, but let him down. And then never again let any one man dominate the Association.

Geo. Trask, Arcata, Cal.; Schwartz & Baehr, Prescott, A. T.

On motion the above-named applicants were duly balloted on and declared elected to membership.

Report of Special Committees:
In matter of application of Leal & Brown, of Livermore, Mr. Stilwell explained that the original bill poster for that point is Mr. Spencer, a former member of this association who desires reinstatement as soon as the matter of conflicting claims between himself and Leal & Brown is adjusted by this Association.

On motion of Al. Stilwell that the money paid by Leal & Brown of Livermore, be refunded them and that Mr. Spencer be elected to membership as the member from that city. Motion carried, and secretary instructed to act in accordance therewith.

Applications for membership:
Chas. Lavansaler, (reinstatement) Napa, Cal.
Chris. Ulrich, Jacksonville, Ore; F. Drake,



SPAULDING & GORDON.

R. G. Spaulding, senior member of the firm, was born in Eau Claire, Wisconsin, November 27th, 1865. He attended the common schools of that place until he was twelve years of age, when he moved with his parents to Bloomington, Illinois. After remaining in the latter place five years he removed to Chicago and afterward to Eau Claire, his native city, where he finished his education in the high school of that place. At the age of twenty he entered the employ of the Eau Claire Book & Stationery Co., and after working up through various stages of advancement, went on the road for them in the Spring of 1888. In the Spring of 1890 he moved to Boise City, Idaho, and it was here that he became thoroughly familiar with the art of successful advertising and the best methods of publicity, as solicitor for the Idaho Daily Statesman. In October, 1892, he engaged in the business of bill posting, distributing and general advertising, instilling into that business, which had hitherto been pirated by any impecunious owner of a ten cent brush and pail, strict business methods. In this capacity he worked out a number of advertising schemes, in which the merits of Boise City and its surrounding country were placed before the people of the East, largely increasing its prosperity and population. This business was followed with vigor until he merged it into his co-partnership with Mr. Gordon. He is a prominent member of the local lodge Knights of Pythias, holding the honor of P. C., which station was gained in a little over two years.

Elmo Gordon, junior member of the firm, was born in Umtila, Oregon, April 7th, 1874 and is a Westerner of that hustling, progressive type which so characterizes the region west of the Rockies. He received his early education in the common schools in that vicinity, afterward completing a course in the Pendleton Academy and Business College at the age of seventeen. Shortly after graduating he accepted a position as reporter for the Pendleton Daily Herald, which position he held for over a year. Leaving this he engaged with his brother in the stock buying business, buying and shipping fat cattle to Eastern markets. He continued in this occupation for about two years, but in his travel through the country, he noted with keen foresight the possibilities of systematic advertising in the West and accordingly came to Boise City, where the business, already developed, gave promise of a great future, and after becoming identified as a resident of the State and City, by purchasing real estate, formed a co-partnership with Mr. Spaulding to further carry out his ideas of profitable advertising.

In August, 1895, the firm of Spaulding & Gordon was formed, with Mr. Spaulding as Manager, and Mr. Gordon as Secretary and Treasurer. They are members of the Inter-State Bill Posters' Protective Association, the International Association of Distributors of North America, and the Pacific Coast Bill Posters' Association. They also control the advertising in the cars of the Boise Rapid Transit Street Railway Co., and are lessees and managers of the Sonna Opera House, a favorite house for popular priced attractions. Their motto has been and always will be: "Post Plenty Paper, Prove Patrons Period, Produce Profitable Publicity."

PACIFIC COAST BILL POSTERS.

The Association Holds Its Ninth Annual Convention at San Francisco, January 7th. Proceedings of the Meeting.

Pursuant to call of the President, the Pacific Coast Bill Posters assembled in annual convention at 1 P. M., January 7th, 1896.

On Roll call the following cities were represented by bill posters:

Cal. Ad-signs Co., Messrs. Owens & Simpson, San Francisco; Al. Stilwell, Oakland; Geo. P. McLain, Los Angeles; W. H. Lee, Santa Rosa, C. Lavansaler, Napa City; M. D. Neild, Vallejo; W. A. Caswell, Sacramento; E. Deitz, Woodland; W. E. Daunt, Modesto.

The following officers were noted present: President, G. P. McLain; Vice-President, Al. Stilwell; Secretary, Arthur M. Plato; Treasurer, W. H. Lee.

Minutes of previous meeting were then read and on motion approved and adopted.

Reports of Standing Committees:

Executive Committee report having passed on the following applications during the year and recommend that the applicants be declared elected to membership:

A. E. Moore, Santa Clara, Cal.; W. Buck, Wheatland, Cal.; C. H. Lillibridge, Auburn, Cal.;

Pendleton, Ore. Spaulding & Gordon, Boise City, Idaho. C. W. Bigham, Corvallis, Ore.

On motion, there appearing no good reason why these applicants should not be received, on ballot being taken all were declared elected to membership in this Association.

Secretary here gave a synopsis of all correspondence through his office during the year, pertaining to the affairs of members, covering complaints, changes of firms, transfers, opposition, disputes, etc., detailing his action in the several matters, and submitting such items as call for the action of this body, to be considered under the head of new business.

Secretary read letters from the managers of the Columbia Theatre, Grovers' Alcazar and The Orpheum, extending to the convention, the courtesies of admission to their respective houses during the stay of the members in the city. On motion, secretary was instructed to express the thanks of this convention to each for the courtesies so cordially extended.

Secretary submits report as follows:

Members in good standing last meeting, 50

Applications approved during the year, 6

Treasurer's reports were submitted to Finance Committee for action, who after careful investigation found same correct and so reported, and on motion the reports were received and ordered spread in full upon the minutes.

Resolutions, etc.:

Complaint having been filed against member W. J. Stafford by Mr. Scott, of the Evans Chemical Co., relative to unsatisfactory service, on motion of Al. Stilwell, the entire matter was referred to a committee on investigation, said committee to be appointed by the chair. No committee was appointed at that meeting.

Resolution offered by secretary A. M. Plato, that **BILLBOARD ADVERTISING** be recognized as the Official Organ of this Association. On motion, same was unanimously adopted.

Nominations and election of officers being declared in order, action thereon resulted in the selection of the following named gentlemen to serve the interest of the members for the ensuing year:

President, W. H. Lee, Santa Rosa, Cal.
Vice-Pres., C. Lavansaler, Napa City, Cal.
Secretary, G. P. McLain, Los Angeles, Cal.
Treasurer, W. A. Caswell, Sacramento, Cal.
Advertising Contractor, Arthur M. Plato, of San Francisco, Cal.

On behalf of the Association, Mr. Plato presented the retiring President with a handsome cane made from the wood of Admiral Farragut's Flagship, "Hartford." The cane was suitably inscribed in silver mountings, and was tendered as an especial mark of approbation, in recognition of President McLain's services to the Association. The cane was donated by Mr. M. D. Neild, of Vallejo, who vouches for its authenticity, and being himself a mariner in earlier days is conscious of the patriotic reminiscences which cluster about the ship from which the cane was made.

The retiring officer duly installed the officers-elect, and the business was proceeded with.

On motion, the association presented the retiring secretary with the sum of twenty dollars, in consideration of services rendered during the year and, on motion, warrant was ordered drawn for the amount.

Several hours were then spent in discussing matters pertaining to the future welfare of the members and the betterment of the business, all present participating.

There being no further business the convention adjourned, subject to the call of the president.

Respectfully submitted,
ARTHUR M. PLATO,
Acting Secretary for the Session.

The most remarkable book of 1895 was the collection of advertisements submitted to *The Inland Printer* in the contest for prizes offered by the Riverside Paper Co. for the best advertisement for their Magna Charta Bond.

This book should be in every printing office in the land, and no one interested in advertising should be without it. The price is 50c. Sent on receipt of price by the Inland Printer Company, Chicago.

PUBLISHERS' CORNER.

This edition of **BILLBOARD ADVERTISING** consists of 25,000 copies, and we record with pride the largest number of paid subscriptions for the month of January that we have ever enjoyed in any previous month of our existence. **BILLBOARD ADVERTISING** is established, firmly and solidly established.

As regards the new publication which is to drive us from the field, we can only say that while it will probably afford us some little amusement a little later on, just at present it causes us absolutely no concern. Freed from any entangling alliances, we will continue to give all the news and cover the entire field. Our so-called opposition will concern itself only with the affairs of the A. B. P. A. As a consequence the contest from the very outset will be an unequal one. When a pugilist prepares for a fight he usually goes into a rigid course of training; not so with the publishers of *The Bill Poster* however. They propose to get ready for the fray by cutting off an arm or two, preparatory to tackling their able-bodied and more experienced adversary.

If anyone wants all the news; if they want unbiased opinions and fearless comment on current events, they will buy **BILLBOARD ADVERTISING**, in preference to *The Bill Poster*. If they don't they won't buy either, consequently the relative strength of the papers will remain unaffected. Of course, most of the members of the A. B. P. A. will subscribe, and it is altogether likely that the new comer will in the course of time attain a circulation of eighty, possibly, ninety odd subscribers.

Our issue this month is almost twelve times as large as the initial edition which went out in '94. Under the circumstances we feel sure that many will pardon us for believing that our methods and our policy in the conduct of the paper, having proved successful, are right and proper. Many too, will pardon us for objecting to the attempt of Mr. Stahlbrodt's henchmen to run the paper.

FAIR NOTES

Secretaries of fairs should at once send their dates and rosters for publication.

The fair associations are holding meetings now. If they will send in reports of these meetings, much benefit will result.

BILLBOARD ADVERTISING reaches the Secretary of every fair in the United States and in many instances the other officers as well.

Secretaries, are you interested in what the other fellows did at their meetings? They feel as you do. Send along your reports.

The South Dakota Board of Agriculture met January 14th to select a location for the State Fair. Mitchell, Yankton and Aberdeen are candidates. At least \$1,000 in cash, the necessary buildings and grounds and the printing for the fair must be guaranteed by the successful candidate. After serving one year as a member of the board, W. D. Russell has just discovered that he is not eligible to that office, being also a member of the State Legislature.

The Ellendale, Fair to be held at Curdsville, Ky. this year, is in the market for new schemes for advertising. They are progressive folks out there, and this fair last year achieved the distinction of being the best fair held in Western Kentucky, in attendance, in interest and financially. This very pleasing result was obtained by generous and judicious use of printer's ink. They are coming stronger this year, and want the latest and best advertising that they can secure.

The secretary is R. T. Smith, and may be addressed at Sorgho, Ky.

At the meeting of the Eastern and Western Fair Association, in Chicago, the dates for holding the fairs of the several States were fixed as follows: New York, August 19 to 24; Nebraska, August 31 to September 5; Iowa, September 7 to 12; Michigan, same dates; Minnesota, September 14 to 19; Indiana, same dates; Wisconsin, September 21 to 26; Illinois, September 28 to October 3; St. Louis, October 5 to 10.

Secretary W. C. Shepherd, of the Butler County Agricultural Society, has submitted his annual report. It shows for the last Butler County Fair, a deficiency of \$2,459.69. The Board has received the ultimatum of the County Commissioners, which is that they will not be allowed to raise any more money on the property of the Agricultural Society.

The newly elected directors of the Oshkosh Fair Association held a brief but important meeting at Oshkosh, Wis., December 11. All the members were present, as follows: Gabe Bouck, D. W. Rowlands, F. C. Schneider, J. A. Froehlich, Wm. Glatz, Thos. Spalding, W. J. Hay, Clyde Buckstaff, Chas. Rundle, J. N. Hoaglin, John Davis, George Hilton, John Laabs, C. E. Angell, and Daniel Witzel.

Some miscellaneous business was transacted and before adjourning the directors discussed the dates for the Summer Race Meeting and the Fair for 1896, and ended by fixing upon July 1, 2, 3 and 4 for the Summer Meeting, and Sept. 14 to 18 inclusive for the Fair. These dates were considered as probably the most desirable, and by announcing their choice early other track and fair associations in the state are likely to refrain from selecting the same.

Fully 7,000 people passed through the gates December 16th, the opening day of Oakland's First Industrial Exposition, and that in spite of the disagreeable drizzling rain that commenced soon after the doors were thrown open and continued well into the night, and all expressed surprise and pleasure at the number and quality of exhibits of home manufactured goods.

LIST OF FAIRS.

1896.

(Copyright 1896)

ILLINOIS.

Callin. Vermilion Co. Agricultural and Mechanical Association Fair, Aug 18-21 T A Taylor, President; G S Fleming, Secretary; H H Kidd, Treasurer
Champaign. Aug 2-28
Farmer City. Aug 17-21
M Carroll. Carroll Co Fair, Aug 25-28 Geo F Buckner, Pres; Geo C Kenyon, Sec'y
Springfield. Sept 28-Oct 2
Watseka. Iroquois Co. Agricultural Association Fair, Sept 7-17. H C Lovet, President; L F Watson, Secretary

INDIANA.

Bainbridge. Aug 3-7
Bloomington. Aug 10-14
Crawfordsville. Sept 7-11
Frankfort. Aug 25-28
Indianapolis. Sept 14-28
Kendallville. Sept. 28, Oct. 2. Nathan Roberts' Pres.; John Mitchell, Treas.; J. S. Conlogue, Secy.
Lafayette. Aug 31-Sept 4
Lebanon. Aug 17-21
Paoli. Sept. 9-12. A W Brown, Pres't; H F Davidson, Sec'y; S S McIntosh, Treas
Sheridan. Aug 10-14

IOWA.

Columbus Junction. District Fair, Aug. 25-29. R F Mc Connell, Secretary
National. Clayton Co. Agricultural Society Fair, Sept. 8-11. J C Hempel, Secy, Elkader, Ia.
Waukon. Allamakee Fair, Sept. 22-25. C M Bowman, Pres't; Capt Wm S Hart, Secy

MAINE.

Bridgton. Farmers and Mechanics' Fair Second week in Sept

MARYLAND.

Easton. Talbot Co Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Harrington, Pres't; M M Higgins, Secy

MASSACHUSETTS.

Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept 22-24. C W Woods, Pres't; J A Davis, Treas; A H Fielden, Sec'y
Barnstable. Barnstable Co Agricultural Society Fair, Sept 8-10. Henry M Hulchings, Sec'y
South Lancaster. Worcester East Agricultural Society Fair, Sept 10-11. John E Thayer, Pres t, Lancaster, Mass; W A Kilbourn, Sec'y, South Lancaster, Mass; Lucius Field, Treas, Clinton, Mass

MISSOURI.

Kahoka. Clark Co Agricultural and Mechanical Association Fair, Sept 1-3. W M Bouliware, Pres't; Joseph Vandolah, Secy
Trenton. N M C A I Ass'n Fair, Sept 15-18 G W Smith, Pres't; W E Austin, Treas; Peter H Yakey, Sec'y

NEW YORK.

Albion. Orleans Co Fair, Sept 17-19. F A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas
Dryden. Dryden Fair, Sept 22-24 S G Lupton, Pres't; J B Wilson, Sec'y
Elmira. Chemung Co Fair, Aug 31, Sept 4. Frank Cassada, Pres't; Geo McCann, Sec'y, E J Young, Treas
Jamestown. Warren Co Fair, Sept 15-18
Lowville. Lewis Co Agricultural Association Fair, Sept 15-18 W J Milligan, Sec'y and Treas
Schoharie. Schoharie Agricultural Society Fair, Sept 28-30. Daniel W Jenkins, Pres't; J B Becker, Treas; Frank K Grant, Secy

OHIO.

Canfield. Mahoning Co Agricultural Society Fair, Sept 22-25. B P Baldwin, Pres't, Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Ruhlman, Sec'y, Youngstown, Ohio
Kenton. Hardin Co Fair, Oct 6-9. A M Reid, Sec'y
Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y

PENNSYLVANIA.

Kutztown. Keystone Co Agr & Hor Soc Fair, Oct 6-9 Jacob K Heffner, Pres't, Monterey, Pa
J D Warner, Treas; J P Hines, Sec'y
Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24 R J McClure, Pres't, Sandy Lake, Pa; R P Cann Treas; J P Hines, Sec'y

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldrige Pres't; J J Fleming, Treas; B S Thomes' Sec'y, Hurricane Switch, Tenn

VERMONT.

Brandon. Brandon Fair Association Fair, Sept 16-17
Woodstock. Windsor Co Agr Soc Fair, Sept 22-24 J E Monlague, Pres't; H C Lockwood, Treas; John S Eaton, Sec'y
Waterbury. Winooski Valley Agricultural Association, Sept 8-10, E G Hooker, Sec'y

WEST VIRGINIA.

Wheeling. Exposition and State Fair, Sept 7-17. Geo Hook, Sec'y

WISCONSIN.

Ashland. Ashland Co Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y
Darlington. Aug 26-29. James Haskin, Pres't David Schreeter, Treas; Geo F West, Sec'y
Milwaukee. Wisconsin State Fair, Sept 21-26 T J Fleming, Sec'y, Madison, Wis

Oshkosh. Oshkosh Fair Association Race Meeting, June 25-28 Fair and Exposition, Sept 9-12 John Laabs, Pres't; Geo Hilton, Treas, C E Angell, Sec'y.

Poultry Shows.

NOTE—Unless given, the secretary's address corresponds with that of the show.

DISTRICT OF COLUMBIA.

National Poultry Show, Washington. Geo E Howard, sec'y, Feb. 14-18.

NEW YORK.

New York Poultry and Pigeon Association, Madison Square Garden, New York City H V Crawford, sec'y, Monclair, N J, Feb. 1-6.
Utica, Feb. 9-13. D. A. Carter, sec'y.

Conventions, etc.

St. Paul, Minn. G. A. R. Reunion, Sept. 2-5.
St. Louis, Mo. National Republican Convention, June 16.

Phoenix, Ariz. Spring Carnival, Feb. 17-22.
Jacksonville, Fla. National Educational Association convention, Feb. 17-20.

Ionia, Mich. Christian Endeavor Union, State convention, April 1-3.

Minneapolis, Minn. K. of P. Convention, Aug. 31-Sept. 5.

Grand Rapids, Mich. United States Letter Carriers' National convention. Sept. Robert Milne, cor. sec'y.

Santa Cruz, Cal. Water Carnival, June.

Minneapolis, Minn. American Philatelic Association, Aug.

New London, Conn. Celebration of New London's 250th Anniversary, May 6-7.

Johnstown, Pa. Firemen's State Convention, October, 1896.

Pittsburgh, Pa. National Prohibition Convention, May 27.

Lockport, N. Y. Firemen's State Convention, August

Buffalo, N. Y. National Educational Association Convention, July 7-11.

Beloit, Kas. Annual Encampment Kansas G. A. R. April 21.

Council Bluffs, Ia. Y. P. S. C. E. of Iowa State Convention, Aug. 25-27.

Milwaukee, Wis. National Republican League Convention in August.

Chicago, Ill. National Democratic Convention, July 7.

Pittsburg National Convention Brotherhood of St. Andrew, October 15-17.

Richmond, Va. United Confederate Veterans Reunion, June 30, July 2

St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20, Philadelphia. Wiswahickon Heights Horse Show, May 26-30. Richard M. Cadwalader, Sec'y.

Lansing, Mich. High Court Independent Order of Foresters, Annual Session, Feb. 25-27.

Boston, Mass. Bench Show New England Kennel Club, April 20-23.

Canandaigua, N. Y. State Convention Knights of Pythias, July, 1896.

Expositions.

Nashville, Tenn. 1896. Sept. 1 to Dec. 24.

St. Louis Mo. 1896. Indefinite.

Baltimore, Md. 1896. Indefinite

Dallas, Tex. 1896. Oct. 12 to Nov. 15.

Cleveland, O. Centennial Exposition commences, July 22.

City of Mexico. International Exposition. Dedication as a National Exhibit, Apr. Opens as an International Exposition. Sept. 15.

Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31

General offices, 26 Avenue de La Bourdonnais, Champ de Mars, Paris. M. Alfred Picard, Commissaire General, M. Henri Chardon, Secrétaire General.

Johannesburg, South Africa. 1896. May 1 to June 30. Chas. P. DeGarmo, Director General, P. O. Box 1939. Johannesburg, S. A. R., South Africa.

THE

Babbitt Entry and Record System

Will interest the *Secretary* of anything.

From a Cat Show to a County Fair,

Because it is UP TO DATE. Designed 1896.

SEND FOR SAMPLE LEAVES.

ARTHUR BABBITT,

MADISON, WIS.

The Hustler Advertising Co.
Mailables and Distributors.

Office, 24 N. Miner St., Ft. Wayne, Ind.
Prompt Service by Reliable Men.

Booklets!

Have you seen the kind I write?

W. Chandler Stewart,

4114 Elm Ave., Phila.

Iowa Advertising Co.

ESTHERVILLE, IOWA.

All kinds of advertising and distributing.
Work done honestly and promptly.

Thibodaux La.—Population, 5,000.

THE LAFORCHE ADVERTISING CO.

City Bill Posters and Distributors,

Own and control the running feet of boards.
Best locations. Prompt service guaranteed.

Lock Box 268.

THIBODAUX, LA.

... A LITTLE JOURNAL OF ...

PROFITABLE.

ADVERTISING

Being an exponent of **useful** and **unique** ideas for those with wares to proclaim. Published with illustrations each month by **Kate E. Oriswold**, from 13 School Street, in Boston Town.
Subscription, \$1.00.

Saratoga

City Bill Posters

We own and control all bill boards in our city.

Commercial Posting and Distributing a Specialty.

For particulars address

FRAN K EDDY,

Manager.

SURE AS "DEATH AND TAXES"



This is Ramsey

WHEN YOU USE THE BILLBOARDS IN LEXINGTON,

- SURE. That it's the best town in the state
- SURE. That the people have money to spend
- SURE. That every sheet of paper you send to RAMSEY & CO. will be posted in good locations, on good boards, with good paste, and not too many in a place.
- SURE. That it will not be covered with other paper until time is up.
- SURE. That if you don't pay the price you don't post
- SURE. That if you do pay the price you get more for your money than you expected.

RAMSEY & CO
 LICENSED UP TO DATE
BILL POSTERS
 DISTRIBUTORS
 GENERAL OUTDOOR ADVERTISERS



OUR ART BULLETINS UNEXCELLED, 30 CENTS A FOOT A MONTH

157 E. MAIN, NEXT DOOR TO POST OFFICE

The Price: 7 Cents 30 Days.

The Inter-state Guide

PUBLISHED BY THE

Inter-state Bill Posters' Protective Association,

IS NOW READY FOR DISTRIBUTION.

CLARENCE E. RONEY, Secretary,

Write for Free Sample Copy.

WAUKEGAN, ILLINOIS.

P. F. SCHAEFFER, President,
Chicago, Ills.
P. G. STOUT, 1st Vice Pres't,
St. Louis, Mo.
W. J. HORN, 2nd Vice Pres't,
Springfield, Ill.
P. B. HABER, 3rd Vice Pres't,
Fon du Lac, Wis.
CHAS. C. MAXWELL, Treas.
Lincoln, Ill.
CLARENCE E. RONEY, Sec.
Waukegan, Ill.
P. G. STOUT, D. SPENCER, A. H. CARNEGIE, F. P. MEYERS,
G. HERBERT, C. E. PERRY, A. D. GOODMAN, A. J. TURNER, C. H. GRIEBEL, L. ROLEY,
TARRANT & KRONSHAGE, Milwaukee.—Attorneys—MAXWELL & MAXWELL, Lincoln,
CHAS. B. KITTREDGE, Waukegan—Traveling Inspectors—C. E. RONEY, Waukegan.

Inter-State Bill Posters' Protective Association.

Scale of Prices Adopted
for Listed, Protected
and Renewed.

30 DAYS' DISPLAY.

Population	Per sheet.
1,000 to 5,000	3 cents
5,000 to 10,000	4 cents
10,000 to 20,000	5 cents
20,000 to 40,000	6 cents
40,000 to 60,000	8 cents
60,000 to 150,000	9 cents
Over 150,000	12 cents
One Sheet, 15 days	3 cents

ADDRESS ALL CORRESPONDENCE TO THE SECRETARY.

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

Hennegan & Co.

127 East Eighth St.

Cincinnati, O.

Print

Posters

The kind that pays.
Any Style.
Any Size.
Any Color.

Prices for Poster Work of any kind,
either engraved or from type,
given on application.



"Say" Poster and Dodger. Red and Black. Copyright, Hennegan & Co.

Hennegan & Co.

127 East Eighth St.,

Cincinnati, O.

Print

Posters

Newest Designs.
Catchiest Ideas.
Best Work.
Lowest Prices.

Samples of some of our Stock Posters,
Streamer Letters, Borders, etc., sent
free on application.

ELDER, JENKS & RABORG

'Excelsior'

Circus Paste

—AND—

BILL POSTERS' BRUSHES

Made of Hard Wood head,
best long Russian Bristles,
copper wired. The most
practical and reliable brush
made.

Will not come apart.
Used and recommended
by Barnum Forepaugh and
the leading Circuses and
Bill Posters throughout the
United States and Canada.

Size 9 inch.

Price \$30.00 per doz.

\$3.25 Each

Extra Extra for Circuses.

\$40.00 per Doz. \$4.00 Each.

Sent C. O. D. to all parts of
the Country

ELDER, JENKS & RABORG

Brush Manufacturers.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.



The DIXIE System Company

Has the greatest invention of the age for Dressmakers,
Furriers, Cloakmakers and Ladies' Tailors.

Perfect Fitting Patterns

PRODUCED IN 15 MINUTES.

ANYONE CAN LEARN IT.

SEND FOR PRICES.

WHOLESALE PRICES TO DRESSMAKERS.

Address for Particulars,

THE DIXIE SYSTEM CO.

52, 53 and 54 Glenn Block,

CINCINNATI, OHIO.

Agents wanted in every city and town in the United States,
and our terms to Agents are more liberal by half
than anything else they will find

**BOISE CITY,
IDAHO,
POPULATION, 8,000.**

**SPAULDING & GORDON,
LICENSED
City Bill Posters and Distributors.**

Members of Interstate Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

We have more billing space than all other towns in Idaho put together.

The city is booming.

Send on your paper.

References furnished.



ARE everywhere adding neat little sums to their incomes by selling our commercial posters. We allow a commission of 20 per cent. on all orders, and it amounts to considerable in the course of a week.

Many are making from \$20.00 to \$40.00 per week. J. M. Dishon, of Terre Haute, Ind., made \$47.00 commission on a single order, and the posting netted him \$135.00 more.

Let us send you a set of samples. They are free.

**THE DONALDSON LITHO. CO.
Cincinnati, O.**

"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.

HIGH-CLASS Half-Tone ENGRAVING.



SEND A good Photograph and Get a Good Cut.

PRICES:
2x3. . . \$2.50
2 1/2 x 3 1/4. . . 2.65
2 3/4 x 3 1/2. . . 2.75

PRICES:
3x4. . . \$3.00
3 1/2 x 4 1/2. . . 3.25
4x5. . . 3.50

SEND The Money With The Order.

The Helleberg Photo-Engraving Co., Cincinnati

R-I-P-A-N-S
—
The modern standard Family Medicine: **Cures** the common every-day ills of humanity.

ONE GIVES RELIEF.

MONTANA
Bill Posters' Association

C. A. HARNOIS, Helena,
STATE CONTRACTOR FOR
Bill Posting, Distributing, and General Advertising.
Helena, Butte, Great Falls, Missoula, Anaconda, Bozeman, Livingston, Billings, Deer Lodge.

HAGERSTOWN, MD. Population, 14,500.
CLAYTON E. DOUB,
Distributor of Circulars and Samples.
Reference furnished.

THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-RATTLER.

Fast selling; always gives satisfaction. No weight on horse. Worth twice the cost for corners when in twisting up. Agents wanted. Send stamp for circular. Price, \$1.50. State rights for sale.
THE DECATUR SHAFT SUPPORT CO., Decatur, Ill.

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 ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments.

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

KITTREDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

Send for the Ad-age, Boston. It has 25 Prize Ads in each issue. 10c a year.

STEINBRENNER'S CINCINNATI . . . DISTRIBUTING . . . SERVICE

Competent	MEN.
Reliable	MEN.
Honest	MEN.
Sober	MEN.
Experienced	MEN.

A thorough, efficient and economical means of reaching the buyers of Cincinnati, Ohio. We are in a position not only to guarantee honest service but also a reasonable proportion of direct results.

Circulars	\$1.50 per 1000
Folders	\$1.75 per 1000
Booklets	\$2.00 per 1000
Almanacs	\$1.00 per 1000
Samples	

Address:
W. H. STEINBRENNER,
. . . 811 Vine Street, . . .
. CINCINNATI, O.

1896.

THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

- It gives the population of the town.
- It gives the population of the county.
- It gives the name of the bill poster.
- It gives his street address.
- It gives the name of the distributor.
- It gives his street address.
- It gives the name of the opera house.
- It gives the name of the local manager.
- It gives the names of the halls.
- It gives the names of their managers.
- It gives the names of the newspapers.
- It gives the names of the editors.
- It gives the date of publication.
- It gives the names of the dramatic critics
- It gives the names of the dramatic correspondents.

It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt.

In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per square line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$1.00 each, and it is worth many times its cost to those who need it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON,
Cincinnati, Ohio.

Mauberrret's Printing House, Limited

Printing - Posters Work
in ALL its THE FINEST Prices THE LOWEST.

all sizes all styles.

Branches. 526 to 532 Poydras Street, NEW ORLEANS.
...Engraving...

I Am An Ad Writer

Because I have a brain trained for the business and really love the work.

I have no other "irons in the fire."

I know I turn out good work. because sensible business men who employ me say so. I want to write your ads because I am positive I can make them effective.

I am not boasting—simply claiming what I can prove. Will you put me to the test?

Two "ads," two dollars. Money back if I fail to suit you.

JED SCARBORO,

48 Arbuckle Building,

Brooklyn, N. Y.

ROOSEN INK WORKS,

66-68

JOHN STREET,

BROOKLYN, N. Y.

MANUFACTURERS OF
PRINTING AND
LITHOGRAPHING
INKS
AND DRY COLORS.

CHEW GOOD TOBACCO.

SHAKESPEARE PLUG TOBACCO

CHAMPAGNE FLAVOR.

It is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.

Sent by mail in neat paper boxes,
1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c.

IT'S AN ELEGANT CHEW.

FALLS CITY TOBACCO WORKS,
117 & 119 Bullitt St., Louisville, Ky.

Let's Get Acquainted?

"Just for fun, you know—not business—for, of course, you are 'perfectly suited' and would not change your ink for your father's." Yes, we know; sounds natural.

Eagle Printing Ink & Color Works

148-152 Monroe Street, Chicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper.

Printer's Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

When you write, mention *Billboard Advertising*.

DEAFNESS CURED

And SUFFERER'S HEAD entirely overcome by
Doak's Pat. Improved TUBULAR EAR CUSHIONS.
Whisper, Conversation and Music heard. Comfortable, Self-Adjusting and Pleasant. Successful when all other Remedies fail. Sent every day.

R. COOK, 652 Broadway, Cor. 14th, New York.

We Employ Young Men

to distribute our advertisements in part payment for a high grade Acme bicycle, which we send them on approval. No work done until the bicycle arrives and proves satisfactory.

Young Ladies employed on the same terms. If boys or girls apply they must be well recommended. Write for particulars.

ACME CYCLE COMPANY,
ELKHART, IND.

Ft. Worth, Tex., Oct. 10, 1895.
Acme Cycle Co., Elkhart, Ind.
DEAR SIRS:—My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel.
Yours truly,
C. H. CHEATHAM

Alliance, Ohio, Oct. 12, 1895.
Acme Cycle Co., Elkhart, Ind.
DEAR SIRS:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.
Yours truly,
SETH BARTON.

WE HAVE NO AGENTS

but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfactory. 100 styles of Carriages, 90 styles of Harness. Send 4cts. for 112 page catalogue.

ELKHART CARRIAGE AND HARNESS MFG. CO.
No. 218 1/2 E. W. B. Pratt, Sec'y, Elkhart, Ind.

ESTABLISHED 1879.

HARRY E. STOOPS, Manager.

POPULATION, 50,000.

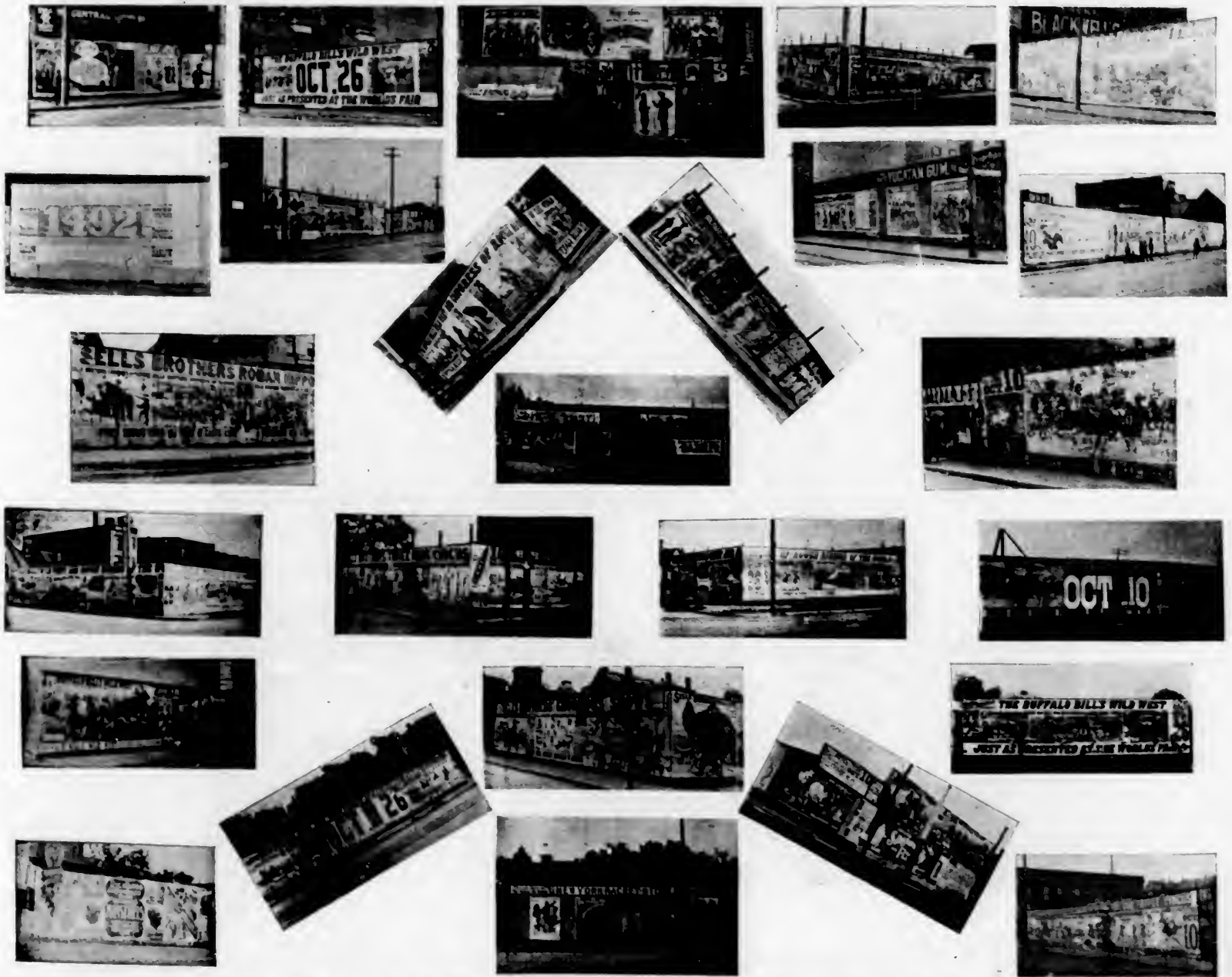
The Stoops Bill Posting and Advertising Co.

OWNING THE FINEST LINE OF
BOARDS IN THE SOUTH.

CONTROLLING ALL THE
DEAD WALLS IN THE CITY.



CHATTANOOGA, TENN.



PUT CHATTANOOGA ON YOUR LIST.

POSTING BILLS

THE
O.J. Gude Co
 OUTDOOR
 ADVERTISING
 New York

1894 Our Customers spent less than 4% of their entire appropriations in Bill-Posting.

1895 It increased to over 12% more than \$200,000

1896 It will further increase if the Bill-Posters recognize that service and service only will bring permanent and profitable business and that organization is effective only as it conserves the interest of the advertiser as well as the Bill-Poster.

(DESIGN BY COURTESY OF JAMES PYLE & SONS—PEARLINE)

"I'll stick this up anyway
 It's for the good of the
 Cause."