

The **BILLBOARD**

A MONTHLY MAGAZINE FOR

ADVERTISERS.



BILL-POSTERS,
SIGN-PAINTERS
POSTER-PRINTERS
DISTRIBUTORS
AND
MANAGERS OF
FAIRS,
EXPOSITIONS,
AND
PURE FOOD SHOWS.




PUBLISHED
IN
CINCINNATI
BECAUSE THERE
ARE MORE
POSTERS PRINTED
THERE THAN IN
ANY OTHER CITY
IN THE WORLD.

PROGRESS.

CHRISTMAS NUMBER 1896

Do You Intend to Advertise in
SAN FRANCISCO?

350,000 Population.

 44,000 Lineal Feet Fencing,
 10 and 20 Feet High,
 Licensed and Protected.

. . . IF SO, . . .

SIEBE & GREEN

OWN THE . .

BILL POSTING

AND

PAINTED SIGN PLANT.

Address, 11th and Market Streets.

HARRY MUNSON

Bill Poster and General Advertiser, contracts for and posts bills all over the United States and Canada. Does it all, prints, posts, checks and works out all the minute detail incident to a large advertising campaign, extending over a great area of territory. Estimates, designs and sketches furnished on application. He

OWNS ALL THE

billboards at the various ferries of New York City. He offers a prompt, efficient, reliable and guaranteed bill posting service. Every sheet of paper is listed, protected and renewed. Every sheet faithfully and prominently displayed. He has a showing at every point of vantage throughout the city. He controls the

BEST LOCATIONS

on Broadway and the various elevated railroad routes. In fact all the most desirable, all the really prominent hoardings, all the better bulletins are always and invariably Munson's. That's why HIS service is the best—the only absolutely indispensable service to be had

IN NEW YORK.

If you want to keep the people of the Metropolis posted call on or address

HARRY MUNSON,

General Offices, 42 and 44 Duane St.

Branch Office, 228 E. 125th St.

Telephone 136 Franklin.

Provincial and country bill posters will please keep me advised of any changes they may make.

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 square line.

Conway, Ark., J. F. Clark, Bill Poster and Distributor. n96

Santa Fe, N. M., A. M. Dettelbach, Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

Lorain, O., P. J. Smith, Bill Poster and Distributor. 319 6th St. n07

Laramie, Wyo. H. E. Root, Mgr. Opera House and Bill Poster, 150 Third St. d97

Belvidere, Ill. Fred. Widlin, Bill Poster, 312 Cassville St. d97

Washington, Pa. Pop. 12,000 A. B. Means Bill Poster. Own and control all principal bill boards in the town. Work promptly done. Jan 97

Oswego, N. Y., F. E. Munroe. Licensed Bill Poster, Distributor and Sign Painter. d97

Troy, Ill. F. C. Gates, Bill Poster and Distributor. Reference furnished. n97

Po'keepsie, N. Y. 24 Mechanic St. M. F. Sprenger, The Honest King Bill Poster and Distributor. n97

Waukon, Iowa. Wm. S. Hart & Co. Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa. auly

Anaconda, Mon. Pop. 12,000. George Elston, Licensed City Bill Poster. A smelter city up to date. Three thousand men employed at the smelter. aub

Corsicana, Texas. Pop. 10270 L. C. Revare, City Bill Poster and Distributor. Satisfaction guaranteed—try me. 1000 running feet Bill Boards and good work.

Asheville, N. C. "The Land of the Sky." Resident population, 15,000; visiting population, 7,000 Asheville Adverting Agency, P. O. Box 17. Licensed City Bill Posters, Tackers and Distributors. Also control all Street Car Advertising in city.

Winona, Minn., Henry Werner, City Bill Poster and Distributor.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters, Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth, Manager.

DENVER, COLO. The Curran Bill Posting & Distributing Co. owns and controls 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. ff

Lima, Ohio. Pop. 20,000, W. C. Tirrell, City Bill Poster and Distributor. Work promptly done. ff

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

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 82 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. fe-12

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

Palmyra, N. Y. Fred. F. Kelly, City Bill Poster and Distributor. aub

Waukegan, Ill. G. Raney & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000. n0

Tucson, Arizona, 2,000 ft. of boards WM. REID, Box, 148. d12

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

Laconia, N. H. Pop. 15,000. Colson Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager. Owns all boards in the city and suburbs.

When you write, mention Billboard Advertising.

Classified Advertisements

BILL POSTERS' DIRECTORY.

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

Oakland, Cal. Belasco & Co., Bill Posters and Painted Signs. n97

Woodland, Cal. Dietz & Glendennlug, Bill Posters. n97

Stavanger, Minn Ole Hohn, Bill Poster and Distributor. n97

Evansville, Ind. 75,000. Licensed. Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. n97

W. E. Patton, Corinth, Miss. Bill Poster and Distributor. Reference furnished. Box 161. n97

Waukesha Wis. Cadwell F. Mevls, City Bill Poster and Distributor. 638 Main Street. n97

Aurora, Ills. B. Marvin, Bill Poster and Distributor. Circuit, 18 towns. Pop. 60,000. n97

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 490. a6

R. W. STORRS, De Funiak Springs, Fla. Can cover all West Florida outside of Pensacola in any manner desired. ff

Brantford, Can. Pop. 17,000. Chas M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution. ff

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.

Paducah, Kv., H. Joseph Harth. Unexcelled Distributing Service. d97

Scranton, Pa. Population 120,000 The Metropolis of the coal regions. Reese & Long, Distributors. may 97

Chillicothe, Mo., Z. B. Myers Owns all bill boards, Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him. d97

Atlanta, Ga., 124 Haynes St. Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining counties, \$1.00 per 1000 and up. d97

Terre Haute, Ind. James M. Dishon, Distributing, 29 South 5th St. n97

Carlisle, Ind. Sullivan Co., R. J. Chilcole, Distributor. n7

Manning, S. C. Distributor. T. M. Young, Manager. P. O. Box "Y." n97

Charleston, W. Va. Pop 15,000 E. H. Garwithen, Distributor. Satisfaction guaranteed. Six adjoining towns. n97

Bangor, Me., and Neighboring Cities. Pop. 40,000. Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. n97

Peru, Ind. Chas W. Stutesman, Licensed City Bill Poster and Distributor.

Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist. Bureau.

Donat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of all kinds of Advertising Matter.

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

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

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

When you write, mention Billboard Advertising.

Classified Advertisements

DISTRIBUTORS' DIRECTORY.

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

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

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

Williamsport, Pa. S. M. Boud, Distributor.

Pittsburg, Pa. Pop. 500,000. Established 1882. The "TWIN CITIES" Distributing Agency, DISTRIBUTORS, Office 6, Sixth St. Branch, ALLEGHENY. J. T. HUBSON, Manager.

Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Advertiser.

Menomonie, Wis. Flint & Thompson, Circular distributors. References furnished. Rates sent on application. a6

Milford, Mass. Pop. 9,000. E. R. Nogu, Distributor. 337 Main St.

Rochester, N. Y. The J. E. Stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand-bill to a circus program. No botch work.

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.

Blaney, Wm. E., Box 290, Haverhill, Mass. n97

Boardman, M. F., 2554 Emerald St., Philadelphia, Penn. n97

Cutler, John, Newton, Mass. n97

Bates, Charles Austin, 1413-1415 Vanderbilt Bldg. New York, N. Y. Barless, C. J., Rose, N. Y.

Bond, of Boston, 16 Central Street. Curran, R. L., 111 West 34th st., New York, N. Y.

Day, Chas. H., Whitneyville, Conn. Fowler, Nath. C., Tribune Building, N. Y. Marston, Geo. W., Portsmouth, N. H. Moses, Bert M., Box 283, Brooklyn, N. Y. Newitt, J. C., Stimson Bldg., Los Angeles, Cal. Patterson, Will J., 125 1/2 W. 3d Los Angeles, Cal. Scarborough, Jed, 48 Arbuckle Bldg., Brooklyn, N. Y.

Star Ad-writing Bureau and Advertising Agency, Washington, D. C. Wm. A. Hungerford. I. P. Barrell.

Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa. Ward, Artemas, Lincoln Bldg., Union Sq., N. Y. Wilder & Co., 621 Market st., San Francisco, Cal.

Woolfolk, Chas. A., 448 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

Theatre Ticket Printers.

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks. Lowest prices. Always on time. No mistakes. 155 Washington Street, Chicago.

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.

Asheville Advertising Agency, P. O. Box 17, Asheville, N. C.

Barron G. Collier, Times Bldg., N. Y. Cole Bldg, Memphis, Tenn.

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. Sam. P. Ferree, 231 Broadway, New York City. Manhattan E. R. Advertising Co., 33 Murray st., New York City. M. Wineburgh, Times Bldg., N. Y. M. Wineburgh Sr., Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex. The Acton-Burrows Co., Toronto, Ont.

When you write, mention Billboard Advertising.

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, twenty-five cents 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

Carqueville Lithographing Co., 75 and 77 La Salle Ave., 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

Dando Printing and Publishing Co., 34 S. 3rd St., Philadelphia, Pa.

The Donaldson Litho. Co., Cin'ti, O. Eichner & Co., Baltimore

Enquirer Job Print. Co., Cin'ti, O. 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. Gullin Show Print, 132 West 14th, New York. Goes' Litho Co., 140 Monroe, Chicago. Gt. Am'ng & Print Co., 57 Beekman, New York. Great Western Printing Co., 511 Market, St Louis. Greve Litho Co., The, Milwaukee, Wis. Haber, P. B., Fond du Lac, Wis. Hasselman Printing Co., Indianapolis, Ind. Hatch, C. R. & H. H., Nashville, Tenn.

Hennegan & Co., Cincinnati, Ohio. Jordan Show Printing Co., 128 Franklin, Chicago. Journal Job Rooms, Columbus, O.

Libbie Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark. Liebler & Maass, 224 Centre, New Orleans, La. 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

The Penn Printing and Publishing Co., 605 Sansom St., Philadelphia. Pioneer Printing Co., 214 Jefferson, Seattle, Wash. Planet Show Print, Chatham, Ont., Canada. Richardson & Fooks, 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

FORMULA and complete directions for making a Heliograph 10c. PETREE PUB. CO., Helgreen, Ala.

MURAL SIGNS AND PAINTED BULLETINS

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. Advertisements amounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS. 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. Van Buren st. Bout & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court. Thos. Cussack, Blue Island ave. and Throop st. CLEVELAND, O. Bryan & Co., High and Middle Sts. DENVER, COL. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. E. McArthur & Co. LEXINGTON, KY. I. H. Ramsey & Co., 137 east Main st. LOUISVILLE, KY.—Heverlin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. C. S. Houghtaling, 3 Park Place. L. E. LaTour, 1718 Broadway. Sam W. Hoke, 107 W. 28th st. Unexcelled Advertising Co., 46 Vesey street 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. S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street. Hulest & Stout Adv. Sign Co. R. J. Gunning, TORONTO, CAN.—Toronto Bill Posting Co. The Acton Burrows Co. VANCOUVER, CAN.—The Acton Burrows Co. WINNIPEG, CAN.—The Acton Burrows Co. BRANTFORD, CAN.—Chas. M. Smith & Co.

When you write, mention Billboard Advertising.

BILLBOARD

ADVERTISING.

VOL. VIII., No. 11.

CINCINNATI, DECEMBER 1, 1896.

PRICE 10 CENTS
PER YEAR, \$1.00

BRAIN PICTURES.

BY CHARLES AUSTIN BATES.

One of the brightest physicians in this country, a specialist in brain and nerve diseases, once explained to me his theory of the mental phenomenon called "memory". He had been showing me the make-up of human brain-tissue as revealed under a powerful microscope.

"It will not surprise me," he said, "if science eventually demonstrates that every atom of brain-tissue found in the cortex, or intellectual brain, is an infinitesimal photographic negative. By some process an image of not only everything seen, but of everything heard, is impressed upon these negatives. That is, the brain is a phonograph and kinetoscope combined. By an involuntary action of the will all images are diverted over one nerve-line or another, to this or that brain-department or sub-department.

"Thus, when a man for the first time sees the City Hall Park buildings in New York, the impression is sent over a special nerve-line to the building-department of the brain, subdivision New York, apartment state and political, with a branch line connected with department-Tammany, and sub-department Tweedring.

"When a man wishes to recall anything about the Tweed-ring, he involuntarily calls up and actually sees, mentally, a picture of the City Hall buildings, providing they are the pictures most intimately associated in his mind with Tweed. Then one by one all the other pictures by eye and ear are recalled to him.

"I believe the eye-pictures, if equally pertinent and impressive take the precedence, are strongest and come back first. For instance, every man can shut his eyes and recall his mother's face vividly, after most of her motherly admonitions have grown dim or entirely vanished. After forty years a man can return to his boyhood home and go through the crookedest hallway without a mis-step. But he cannot recall all the pranks he played in that hallway, the words that were spoken there, or the sentences from this or that book that were read there.

"The topography of the hall is an oft-impressed picture through the eye. That is strongest. The pranks or actions are eye pictures photographed but once. They take second place as to the facility with which they are recalled. The read and spoken words take third place according to their importance and impressiveness."

Here is a theory that bears upon the value of illustrated advertising, that any

man may test by a few trials of his own memory. If it is right, an illustrated advertisement is far and-away more impressive and effective than one that is not. If the human brain is composed of photographic negatives, a picture is about the best thing you can throw at it, if you wish to make a lasting impression.

Mind you, there must be a striking, terse, impressive fact or idea associated with the picture, or you have accomplished nothing. Once photographed on the brain, the picture is simply a picture, and amounts to nothing unless it is associated with some fact. A picture that isn't emphatically associated with the

letter press for the reason that it is simply a reminder—a means to an end. It isn't in itself an advertisement, but simply a cry of "halt" that makes a man read the ad, and then helps him to recall it.

The letter-press, the wording of the ad, is first, last and all the time, the feature of an ad that sells the goods. Moreover, the mere fact that the words, the facts, and the ideas in an ad are less easy to recall than the outlines of the picture, make it imperative that the most skill, the most ingenuity, the most study and the most money should be expended in evolving those features.

All the art, all the color schemes and

The result is a magnificent production from an artistic standpoint, that from a business standpoint is utterly worthless.

The facts that a poster will carry only a couple of lines of wording, that the brain recalls worded matter with much more effort than pictured matter, and that the worded facts are what really advertise and sell the goods, make the wording the vital feature.

Any man who will try to convey in one or two brief lines of worded matter, in an impressive, attractive style, the selling facts about an advertised article, will soon realize the difficulties of the task. No matter how clever may be the poster or any other form of an ad, it is valueless if it doesn't convey important information about the article advertised.

When the poster-people and the poster-advertisers realize the importance of the wording on their productions they will come down a little ways out of the sky of art, and get their heels into the solid earth of common-sense business.

Can't Run a Show Without Billboards.

The New York papers contain the announcement that Mr. A. M. Palmer, the veteran theatrical manager, will surrender his New York Theater on and after December 1. The Herald says that the last straw came in the shape of the refusal of the bill posters to handle Mr. Palmer's paper owing to some disputed bills of the past. On this account Miss Georgia Cayvan's manager was unable, during her recent engagement to get her lithographs out, and this fact reached the ears of other managers who had attractions booked at Palmer's, and made them fearful of the result. If a theater can't get along without bill posting, why does it happen that some other classes of trade refuse to even give bill posting a trial? When approached on the subject they say, "Oh, let the theaters use the billboards; we cater to the intelligent class of the community, and they have to be reached in another way." As if the most intelligent people were not the mainstay of the theater.

EVERLASTING PASTE.

Dissolve a pound of alum in twenty gallons of water, when cold stir in as much flour as will give it the consistency of cream carefully beating up all lumps. Then stir in half a pound of powdered rosin and pour on the mixture five gallons of boiling water. Set the barrel in a cool place and it will keep for a year. It has to be thinned down with hot water for use.



MR. HARRY MUNSON.

goods advertised by some striking fact, may possibly be recalled, but without any definite association that will benefit the advertiser.

The picture in an ad may be ever so striking and may make the strongest kind of an impression on the brain and yet utterly fail of its purpose to favorably recall the article advertised.

My conclusion is that a picture is a most important and frequently necessary part of an ad. It is important because it stops a man and makes him read. It is necessary because it helps to recall the advertised article and the most important facts about it. It is less important than the

all the beauty or humor in a picture, are utterly wasted, from an advertising standpoint, unless they are inextricably associated with the article advertised and its merits.

Here lies the mistake that kills the effectiveness of many of the most striking American posters. Money is spent with an unsparing hand to get an artistic picture and the most striking color effects. But when it comes to the wording economy has its say. There is only room for a sentence or two. "Any old sentence, however idiotic or inappropriate will do just so long as it brings in the name of the article. Let the office-boy write it."



CENSURED.

The official organ was censured by the members of the New York State Association in convention assembled, November 10th, at the Marlborough Hotel, New York City.

In testimony of his displeasure, the Secretary gave the proceedings to *Profitable Advertising* which comes out in advance of Mr. Campbell's paper, and there is much feeling exhibited in consequence.

Candor compels us to state in justice to our contemporary, that the convention was in no sense representative. Consequently the censure amounts to little. There were only some half dozen members present, all, save one, or possibly two of whom were mere puppets in the hands of the Secretary. He proposed and they assented. He was the only one who was really displeased. The others, if they thought about the matter at all, must have known that there was little if anything to find fault with. The paper has made a most creditable showing. In fact, when the restrictions and limitations with which the editors are hampered are considered, their success is really surprising.

They are not allowed to print *all* the news; they may not criticize any members or methods of the A. B. P. A. They are not allowed to mention the International Bill Posting Association, or the International Association of Distributors; they cannot speak of advertising agents, other than the official representatives of the A. B. P. A.; and even accounts of the conventions of their own organization must be carefully pruned before they appear. Bill posters find it dull and prosy in consequence.

And yet withal, they have put out a paper acceptable to advertisers. A paper that has stimulated interest in posters and done much good for the craft in that respect alone. Every advertiser that received it became a possible patron of the boards, and doubtless many actual conversions may be traced to its influence.

If the utterances and correspondence of the Secretary of the New York State Association were as ably edited as is the official organ, far greater dignity would attach to bill posters and bill posting, for the editors are both capable of writing good English.

The slap at Chas. B. Hood & Co. was another needless affront to a firm that has been the means of putting thousands of dollars in the pockets of the bill posters of the country. Suppose one of their solicitors did now and then ask for a commission? Had he not earned it? Did he not create the business? Did he not deserve it? It was business that the bill poster never would have otherwise had, and therefore he could well afford a reasonable commission.

But no; the Secretary of the New York Association thinks differently, and his wishes are law. The members of the New York Association supinely and servilely endorse his every whim, and it is owing to him more than anyone else that measures of compulsion and coercion have been adopted by the A. B. P. A. At best, they are but cheap bluffs and advertisers, and agents so regard them, but for that very reason they hurt the business. The billboards do not earn a title of the money they are capable of. They can and will be made to pay enormously, but this will not come about by insulting patrons. Neither will curt refusals, discourteous correspondence, nor arrogant threats and arbitrary measures tend to hasten matters.

This is why the leadership of the Secretary of the New York State Association is dangerous. Narrow to a degree he yet is plausible, and being a born organizer and indefatigable worker, he finds little difficulty in fastening his obsolete ideas and unprogressive policy upon his colleagues in the State Association.

The members of the A. B. P. A. should think long and seriously before they allow him to extend his baneful influence and further entrench himself by turning the New York State Association into a District Association. No charter can be issued until the Constitution is amended so as to admit of it and as that can only be done at a regular meeting of the Association, it will give the members plenty of time to think the matter over.

He is purely selfish in motive, and possibly the affected disinterestedness and self abnegation in which he is wont to disguise his real purpose will be penetrated before further harm is done.

A New Association.

A correspondent who does not wish to be quoted, opines that if Stahlbrodt succeeds in adding the entire East to the New York Association, and obtaining a charter for it from the A. B. P. A., he will be backed by so much power and influence that will once more completely dominate the organization. The same correspondent thinks that if the charter is denied him, he will go ahead anyhow and let the west whistle. He has always been able to control the east. It is only in the west that he has fallen down.

Art in Advertising is publishing a particularly interesting department devoted to bill posting. It is newsy and well edited. Subscriptions to *Art in Advertising*, 156 Fifth Ave. New York.

There is push and there is pull in posters.

The Man With The Charleybox; An Enemy To The Entire Craft.

BY SAM. W. HONE.

I have said that there are thousands of advertisers that never will post again, because they didn't know how at first.

I will change the wording somewhat, and say they will never post again because they were not properly treated on their first attempt.

Everybody in any way connected with bill posting knows the word "charley-box", and the most of them know that it is not a myth.

But the honest majority (and it is a big majority) of the bill posting fraternity can never realize the amount of business they are losing because of the dishonesty of a small, an insignificant, number of bill posters, scattered throughout the country.

A bill poster friend of mine up the state, wrote me the other day, that he was putting out some snipes for the traveling salesman of a patent medicine house whose headquarters were in this city, and that this salesman was very much impressed with the possibilities of bill posting if done on a large scale, using large stands, and posting persistently and systematically. He suggested the advisability of my seeing the head of the house, and presenting the matter to him in its proper light.

Yesterday I called, to "present the matter in its proper light." The house is one of the oldest in the patent medicine line; the remedy they make is one of the remedies that my grandmother used to swear by when I was a child; I don't suppose there is a drug store in America that does not carry a supply of this medicine; I don't think there is a town in America containing a newspaper but has the chance of reading of this remedy in that newspaper, and pretty nearly all the year round.

I introduced myself, and stated that I had called to talk of advertising, and more especially of bill posting and distributing; "Don't want to talk about bill posting - don't want to do any bill posting - don't want to ever hear tell of bill posting or bill posters," was the reply I received, in a tone of voice that warned me that I would be safest between him and the door. Well, sir," I replied, "I came here at the request of one of your road men, who, I understand, is doing some posting for you up the state, and who is so well pleased with the results of the little he is doing as to advise you to go into the matter right. Sniping is all right for villages, and along country roads, but when you get into towns and cities you should have large stands, posters that can be read by everybody, and at a distance, and without having to stop and study the matter out."

That may be all very well," he answered, "we won't discuss the question of which is the best size of poster to use; the size we use is used because it is convenient to carry around, and because our men can get it up whether the town contains a bill poster or not; and as for posting except when we can have a man of our own on the spot to see that it is done right, (or at least *done*, some way), we shall never try the experiment again. Some three years ago we sent 40,000 books for distribution, and some 3,000 sheets of paper for posting to Oofy & Ooft, bill posters, of Umptyville; only a few days before our salesman had been in the town, and had loaded up the wholesale drug trade, to be ready to meet the demand. A month rolled by, and we heard nothing alarming from Umptyville; things seemed to be going along in the same old way as during the previous year when no advertising had been placed there."

"We wrote to some druggists, asking if they had seen anything of the booklets or the posters, or had heard anything of them from their trade, with the reply that a book had been thrown into their store, but they had heard of none otherwise, didn't know of any posters. By same mail came a bill for the distributing and posting, with a request for remittance, date of the posting and other work being placed some thirty days before. I immediately took the train for Umptyville, saw the drug trade, made careful inquiries to convince myself that the work had never been done, further than to shove a few books into the drug store, and to post a few posters near the depots; I then saw a lawyer, got a search warrant and found more than three fourths of the stuff still unopened in Oofy & Ooft's bill room."

"And that's why we do no more posting or distributing, unless one of our own men can be on the spot to see that it is done."

Now, here is a case where one dishonest bill poster has been the cause of hundreds of honest ones losing business for the past three years—business that might have amounted to hundreds of thousands of dollars by this time.

Perhaps a dozen, a hundred, or a thousand talks with this man may be the means of convincing him that because he should at some period of his business existence have happened upon a dishonest bookkeeper, is no reason for forever thereafter refusing to have any bookkeeping done; perhaps I may be able to get him to see the matter in the same light in regard to bill posters; but even if I should, there is the past that is gone, and the money that is gone into other channels can never be recovered by the bill posters.

These people, these Charleyboxes, though few and far between, have done more to injure bill posting than all the tirades of the newspapers combined. And yet the honest men of the craft enter no protest; we read in the constitution and by-laws of the associations that crooked dealing will not be tolerated, but we



One of Tirrill's Lima, Ohio, Boards.

never hear of any expulsions on that account; and we never hear of any applications for membership being rejected because the applicant is known to be crooked. We do hear of rejections because there is another member in the same town, and members are expelled for non-payment of dues. But when was there ever an example made because of dishonesty?

Perhaps you will say that I ought to give this bill poster's name and address, and so warn the community, and advertisers particularly, against them. But I know my lesson too well to do anything of the kind. Just as soon as the general advertiser knows all these little points as well I do there will be one less reason for his patronizing the middleman; and as the bill poster himself doesn't take sufficient interest in the matter to do any denouncing I don't see that there is call for me to do so.

POINTERS.

The following firms are either posting or preparing to post. Bill posters in general should communicate with them at once.

- Michigan Corset Co., Jackson, Mich.
- The Athlophorus Co., New Haven, Conn.
- Hot Appliances Co., 26 Cortlandt, New York.
- Peets Bros. Mfg. Co., Kansas City, Mo.
- American Tobacco Co., 507 W. 23d, New York.
- Coca Cola Co., Atlanta, Ga.
- Booth's Inhaler Hyomel. Write Hoke.
- E. E. Sutherland Drug Co., Paducah, Ky.
- C. I. Hood & Co., Lowell, Mass.
- Curtice Bros., Rochester, N. Y. Stahlbrodt.
- Campbell Preserving Co., Camden, N. J. Gude.
- Tarrant & Co., New York City
- Woolson Spice Co., Toledo, O.
- New York Journal. Write Gillam & Shaunessy, 13 Astor Place, New York City.
- Cincinnati Southern R. R. Write Burl B. Chapman, Cincinnati, O.
- T. A. Snider Preserve Co., Cincinnati, O.
- Sterling Remedy Co., Indiana Mineral Springs, Ind.
- Muscatine Oat Meal Co., Muscatine, Ia.
- Wool Soap. Eastern bill posters write Munson, New York.
- Wool Soap. Western bill posters write to Schafer, Chicago.
- Wool Soap. Pacific bill posters write Seibe & Green, San Francisco.
- Liggett & Myers, St. Louis, Mo.
- Beeman Chemical Co., Cleveland, O.
- Swift's Specific Co., Atlanta, Ga.
- Bensdorf's Cocoa. Gude, New York.
- Chicago Record. R. C. Campbell, Chicago.
- New York World. C. S. Houghtaling, New York.
- Wheeler & Wilson Sewing Machines. R. C. Campbell, Chicago.
- Insecticide Co., Cincinnati, O.
- Kenton Baking Powder Co., Cincinnati, O.
- Dr. J. H. McLean Medicine, St. Louis, Mo.
- The Caffo Celery Co., Palmyra, N. Y.
- Pasteurine Gum Co., St. Louis, Mo.
- P. J. Cannon, 76 Fulton st., New York.
- H-O Co., Park Place, New York.
- Powell, Smith & Co., Kingston, N. Y.
- Walter Baker & Co., Dorchester, Mass.
- Gillies' Coffee, Hoke.

A Handsome Bill Posting Wagon.

The E. I. Kinneman Bill Posting Company this morning sent out its new bill posting wagon for the first time. The wagon is a beauty, being lettered in bright colors for the bill posting company and White's Theatre. It contains a paper box for the lithographs and has plenty of room for the paste and brushes. It has steps at the sides and back for the convenience of the bill posters getting in and out with the material. The bill posting business in Marion is comparatively new but under the management of Mr. Kinneman it is rapidly assuming large proportions. His billboards have a capacity of 7,000 feet which is the largest amount of surface controlled by any bill posting company in a city of this size in this section of the country.—*Jan'y Leader, 10-7-90.*

GUESS AGAIN.

We clip the following from the official report of the recent meeting of the executive committee of the A. B. P. A.

The following resolution from the New York State Association was received and referred to the Eastern Committee on Arbitration with full power to act:

"Resolved:—That the secretary be and is hereby instructed to at once advise the Executive Committee of the Associated Bill Posters' Association of the United States and Canada, that it is the desire of this Association that they take the proper steps looking to the proper solution of the affairs now existing to the detriment of our members situated in Albany, Troy and Binghamton, New York, thereby catering to the interests of all concerned."

Meeting adjourned.

Whoever formulated the resolution has struggled wearily through a sentence fearfully and wonderfully constructed, and said absolutely nothing in the end. We wonder what he meant. It cannot be construed as a measure of intimidation, for surely "four flushing" tactics are not now utilized to appease the demands of those members who have opposition. "Bluffs" were exhausted long ago. They

to appear at the Metropolitan Opera House, and as The Anna Eva Fay Co. would open one week ahead of the Baldwin Co., the former was likely to get the best of the business.

When Pingree offered his paper to Scott, (who is the only bill poster in St. Paul) the latter refused to post it, and reiterated his refusal when payment was tendered in advance. Pingree's agent then went to work and lithographed the town, and succeeded in obtaining a remarkably good showing. At last account Scott was threatening Pingree's arrest for lithographing without a license, and Pingree was getting ready to sue Scott for damages for refusing to post his paper.

Personal Mention.

E. A. Hardin, Salem, Ind., is a new one in the field.—The American Bill Posting Co. has made Albert Weber, of New Orleans, an offer for a half interest in his plant. In view of the fact that the American Bill Posting Co. is a member of the A. B. P. A., and that organization being a close association and already having a member



RALPH W. PECKHAM.

would only provoke a derisive howl from opposition and opposed alike.

We note, too, that it was referred to the Eastern Committee on Arbitration. If it had been a threat, it would certainly have been referred to the Eastern Committee on Annihilation. No, it was not meant for a bluff. What was it? The only thing that we can be assured of is, that it was real and the meeting adjourned. We strongly suspect that it was unaccompanied by a diagram and the Executive Committee promptly gave it up.

A Chance for an Argument.

D. H. Pingree, manager of the Anna Eva Fay Co., recently endeavored to secure a date from L. N. Scott, manager of Metropolitan Opera House. The date he wanted was not open, so he engaged the Market Hall. It so happened that Scott had engaged S. S. Baldwin's Co. (an attraction giving a similar entertainment)

in New Orleans, we are inclined to regard the matter as somewhat complicated.—Rife and Houck, of Baltimore, have opened up in Washington against the Moxley Bill Posting Co. Both of these firms are members of the A. B. P. A. and we wonder what that body is going to do about it. If they expel Rife and Houck, the International will take them at once, and will then be very nearly as strong in cities of the first class as the A. B. P. A. is now. If they retain them they will have to acknowledge the futility of the close association and will very likely lose the Moxley plant besides.—G. M. Brush, of Petaluma, California, has secured and remodeled the opera house in that city.—Helasco & Co., of Oakland, Cal., report business as very brisk with them, especially in commercial lines. They state that Seibe & Green, of San Francisco, send them an average of two thousand sheets a month.—W. A. Dubois, of Bryan, O., has just completed a fine lot of new boards.—Chas. D. Colurn is manager of the Savannah Bill Posting Co., at Savannah, Ga.—A. M. Kellar & Co., of Jacksonville, Fla., and James Donaldson, of Ithaca, recently joined the International Bill Posting Association.—Harvey W. Hill owns the boards at Wellington, Kas.—W. W. Bell Art and Advertising Co., is the way the letter head of the city bill poster at Pittsburg, Kans., reads.—Do you want money? That's my business. The foregoing

headlines are on C. O. Shultz's letter head and he is not a pawnbroker, either, he is the bill poster at Brazil, Ind.—Chas. P. Long manages the bill posting plant belonging to G. T. Rees & Co., at Selma, Ala.—F. A. Koppe, of Logan, Ohio, has re-built most of his boards.

The best brochure ever issued by a bill poster is that now being sent out by W. J. Horn, of Springfield, Ill. As an advertisement it is novel, effective, complete, and as far as we can see, simply perfect. Bill posters in general should write for one of these little booklets just to see what can be done.

E. M. Slocumb, of Newark, N. J., manager Newark Bill Posting Co., in ordering six papers per month, says, "I have a list of merchants that is growing larger every month who ask me for your paper regularly. I have loaned them mine heretofore, but it is worn out before it gets around." Mr. Slocumb also talks about the license question in another column.—J. A. Kreamer & Co., of Arkansas City, Kans., have made application to the International Bill Posting Ass'n.—H. H. Haven has organized the Haven Bill Posting Co., at Joplin, Mo.—A. M. Poff, has re-opened the old Frazer Opera House at Lawrence, Kans. Bowersock's Opera House was destroyed by fire recently and Poff is doing quite well, as he has the only house in the town.—Clarence E. Runey, of Waukegan, Ill., wants the name and address of every bill poster in the United States.—Chas. B. Hood was in Cincinnati Nov. 27.—Prof. T. F. Grinley, of Carbon, Ind., is a bill poster and aeronaut. He does balloon ascensions at the fairs in the summer.

Nick Smith is the bill poster at Pensacola, Fla.—James McMillan, City Bill Poster at Truro, Nova Scotia, writes us that he thinks BILLBOARD ADVERTISING is easily the best of all the advertising papers.—The Jamestown & Chautauqua Lake Bill Posting Co., has been re-organized, Mark Woodworth withdrawing. Fred Leach will manage the business in the future.—Jesse Mitchell, of Pueblo, Colo., who has had eighteen years experience in the business, seven of which have been spent in the service of the Curran Bill Posting Co., writes that he intends embarking in the business on his own account in that city.—T. W. Benson, of Bonham, Tex. has recently erected a hundred foot billboard right in the centre of the town.

RALPH W. PECKHAM.

There is scarcely a bill poster throughout all America but will recognize the portrait of Ralph W. Peckham, on this page. Though but twenty-eight years of age, he has been on the road since his nineteenth year, principally as contracting agent, ahead of various circuses. His acquaintances among the knights of the brush are legion, and in consequence his career possesses peculiar interest for our readers.

Born in Providence, R. I., in 1868, he attended school until the age of sixteen, when he secured a position on the Providence Journal, going from it to the Providence Star, and then to Chicago, Ill., where he entered the employ of The Jeffry Printing Co., which at that time was the largest poster printing house in the West.

In 1887 he severed his connection with the printing house to go ahead of T. K. Burk's Allied Shows. The following season he was with King & Franklin's New Colossal Shows in a similar capacity, returning to the Burk Show in 1889. He remained with the latter organization until it went out of business in 1892.

In 1893 he was engaged to do contracting ahead of Pawnee Bills Wild West, and was engaged in a similar capacity with Barnum & Bailey during the season of 1894 and 1895. During the present season he has been principally engaged with the Great Wallace Shows, although latterly he has done special work ahead of Ringling Bros.' World's Greatest Shows.

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 Chancery Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue del 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 manuscripts.

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

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 24th, 1895.

DECEMBER 1, 1896.

HERE'S a Merry Christmas to all our readers. It's a hearty greeting, too, for an era of unexampled prosperity is close at hand. McKinley's election has inspired capital with confidence, hoarded gold is being placed in circulation, and money is seeking investment on every hand. The crops are large—in some localities the largest ever known. The prices of grain are mounting higher every day, factories and mills are resuming operations, and advertisers are beginning to advertise once more. With prospects like these, we can well afford to be merry. And while we make merry, let us remember that the angels sang "Peace on earth, good will to men." It's a good season to reflect upon the folly of the acrimony and personal abuse that has marked recent controversies. Let there be an end henceforth to prejudice and discourtesy. Let us get together; reason, argue, contend and differ like gentlemen.

WHILE counselling peace, we are not endeavoring to placate any of our adversaries, neither are we retreating from any position we have hitherto assumed. We believe that a paper without opinions, or one which having them, lacks the courage to express them, is impotent, utterly without any excuse for existence. BILLBOARD ADVERTISING still opposes the "close" association idea, and always will. We believe it to be fully as un-American, impracticable and futile as ever. Furthermore, we will always be found on one side or the other of every important issue which arises in the future, never temporizing, never straddling. The greatest good for the greatest number will always be our beacon, and our convictions will not be silenced or suppressed from motives of policy or considerations of expediency. We have no axes to grind, no private or personal interests to further. Our sole mission is to develop and build up the business of bill posting, distributing, sign painting and exhibiting.

THE Executive Committee of the Associated Bill Posters' Association, at a meeting held November 16th, in the Briggs' House, Chicago, decreed that henceforth

the members of that organization were not to allow commissions to anyone save the regularly appointed agents—official representatives, so-called—and members of the Association. Without dwelling upon the fact that practically the same resolution was adopted at the Detroit, Cincinnati and Cleveland conventions, and is therefore not particularly new, we will merely observe that it is the one logical, the only consistent course that a "close" association could pursue. In so far as the edict applies to advertisers who deal direct with bill posters, it is entirely commendable; it deserves and we hope will receive the endorsement of every member of the Associated Bill Posters' Association, and all other bill posters as well. Its other features are unwise, dangerous and unmercantile. It is also impracticable.

IN New York alone, there are Hoke, Munson, Hote, Reagan, and Gillam & Shaughnessy, none of whom are authorized agents of the Association, and all of whom send out more or less work. If those members of the Association who have opposition in their respective cities, obey the mandate they will not get work from these independent agents, and their opposition will. Are they anxious to throw work into their opponents' hands? Will they thus deliberately help to build up and strengthen their competitors' business? We think not. And what of those members who control exclusive franchises, those who have no opposition to contend with? If they obey the decree their allotments will be cut down to the very smallest possible amount, while the bulk will go to those who allow the customary commissions. Then, too, they will inevitably incur the displeasure, if not the enmity, of the independent agents, and are thus paving the way, if not openly inviting opposition. Few will care to do so. Most of them want more rather than fewer agents in the field. They argue, and rightly, too, "the more agents, the more work." We think that all legitimate and responsible agents will continue to receive their commissions in the future as they have in the past.

SOME few unthinking enthusiasts will blindly obey the mandate, but they will be few indeed. The great majority will read between the lines, detect the real beneficiaries, and failing to find reciprocal benefits or advantages for themselves, will promptly repudiate the action of the committee. It will be vain to preach to them of fealty and loyalty. They cannot be hoodwinked longer in that manner. They will point to the fact that Rife and Houck have gone into Washington and openly arrayed themselves against Moxley; that the American Bill Posting Co. is openly negotiating for Weber's boards in New Orleans; that Van Beuren is said to have furnished the money that instituted the opposition against the Memphis Bill Posting Co.; and what will the moguls of the A. B. P. A. do about it? What can they do, except declare the Association "open"—open to all bill posters of reputation and standing. A certificate of membership would mean something then. It would mean that the holder was competent, experienced and trustworthy. It would be a diploma.

Don't Neglect The Villages.

BY SAM W. HOKE.

The advertiser who posts the villages and small towns is still the exception and not the rule; especially is this the case if his appropriation for posting is not sufficient to allow him to cover everything. I have repeatedly made out estimates covering entire states, only to have the advertiser foot up the total population and the total cost and find that the population was less and the cost more than estimates for one or two or three prominent cities; and on the basis that he can get more for his money, he lets the villages alone and posts the big cities only.

A very little reflection on the part of one with any knowledge at all of village life would convince him that all "circulation" is not of the same value. Advertising is valuable in proportion to the amount of discussion it can create. By this I mean that the more the article is discussed the more chance there is for sales.

Now, it is a well known fact that in small places everybody knows everybody else, and that in large places "nobody knows nobody else;" in New York and other cities the dweller in a flat doesn't visit, or speak to, or even know the name of, the occupant of the adjoining flat, even on the same floor. In the small town there is not a man, woman or child that is not known to all the others.

In the large city the average resident who is enough impressed with an advertised article to give it a trial, very seldom if ever mentions the fact to another; if he likes it he keeps on buying it, but he never thinks of telling his neighbor. On the other hand, in the villages, from the moment that the poster appears on the boards, Mrs. Smith, and Mrs. Jones, and Mr. Brown, and Mr. Robinson, all begin discussing the article advertised, and probably before night one or the other of them has given it a trial, with the result that next day all the town is advised that it is a good thing and should be "pushed along."

This is not a matter of theory at all, but is actual fact, proven beyond a possibility of a doubt by some three or four shrewd advertisers, who, however, are too shrewd to publish their discovery to the entire advertising world.

Of course there are difficulties to overcome in posting villages and small towns; and these difficulties are so great in comparison to posting the large cities, that many shrink from attempting it. In many instances there is no regular bill poster, or if there is, he is employed by the management of the theatre, and the billboards like as not all belong to the theatre, and can be used for commercial paper only when not wanted by a "fly-by, night." I have on file hundreds of letters from this kind of bill posters, stating that they will place the paper for three cents a sheet and leave it up as long as possible, but as the boards belong to the opera house, the paper will have to be covered whenever a show comes along.

Only recently, I have had a great deal of correspondence from bill posters from a number of sections, and an oft repeated statement was that the bill poster could not take very much paper until the end of the theatrical season; this kind of word came almost exclusively from small villages, where the amount of vacant ground on which to build new boards is practic-

ally unlimited. One notable exception to this rule was Mr. Bangasser, of McMinnville, Oregon, who says: "Send me all the paper you can at any time, and if my boards are full there is lots of lumber and lots of lots, and in twenty-four hours I'll have your paper well placed."

The advertiser who uses the newspapers almost universally places his appropriation through an advertising agent, and in this way escapes the drudgery of making out contracts and sending out checks for each individual deal. And the advertiser who uses the billboards should also utilize the services of the advertising agents who make a specialty of posting; and nothing but my extreme modesty prevents my telling you right here and now the name and address of the best man of them all for this purpose.

HARRY MUNSON.

Genial, affable, popular Harry Munson. We have been a long, long time procuring his photograph, for he is much averse to individual publicity. But finally, through the good offices of his right hand bower, Mr. W. B. Lowden, general manager of Mr. Munson's great bill posting plant, we are enabled to gratify a large number of our readers by reproducing his portrait.

It can be safely said that no member of the craft boasts of more friends than Mr. Munson. He is, as Jim Curran asserts, a perfect prince of good fellows, and richly merits the success and affluence which are his.

Born December 16th, 1840, in New York, he has ever since resided in the Metropolis. He made his entry into the bill posting business in 1879, as a partner in the old firm of Ellsworth, Van Beuren & Street. In 1883, Ellsworth died, and the firm name was changed to Van Beuren & Munson. In 1887 Mike Saine and Sam Pratt were admitted, and it became known as Van Beuren & Co. In January, 1892, Munson severed his connection with the firm, and the following April embarked in business for himself. The history of his business since then has been one long unbroken record of success.

There may be one larger plant than his and then again there may not. This is a mooted question. There can be absolutely no doubt though, that his is the best balanced, best conducted, best patronized, and best paying of any service in America to-day.

It is for this reason that we have so diligently sought to place his portrait before our readers. Much interest attaches to a man of his attainments, and it is but meet that he should make some slight sacrifice in the matter of reserve that the interest and curiosity of the many may be gratified.

Mr. Munson occupies a palatial residence at Munson, Long Island, a town named after him by the postal authorities. He has travelled extensively, both at home and abroad, and is highly esteemed by a wide and ever-growing circle of friends and acquaintances.

Of late years he has allowed the active conduct of his business to devolve upon Mr. Lowden, while he devotes himself to the joys of ease and leisure. His winters are spent in Florida, where he has a yacht of his own, and his summers at Munson Long Island.

Telling People About Things.

BY HERT M. MOSES.

Advertising is telling people about things. Telling them what things look like, what they are good for, who sells them and what they cost.

Getting business is merely a question of advertising. It is merely a question of asking hard enough and long enough and often enough and in the right way. Sometimes it takes a good while to find out the right way, but there is a right way for everything.

Giving somebody else advice about his advertising is easy. The man who can't tell another man how to advertise is the man I have never met. Advice is even freer than air. There is more of it than there are microbes in a sewer.

Trouble with most advertising is that it doesn't fit. It isn't made to order. It is either patterned after somebody else's advertising, or it is prepared by somebody who doesn't know anything about advertising.

The most important part of advertising is the plan. It is like the prescription of the physician. Any druggist can fill a prescription after it is written, but the responsibility rests on the writer.

Once more the plan is what counts. Get on the right track, and the rest is easy. Map out a plan of campaign on the right lines, and it will take an uncommon amount of blundering to make a failure. I would rather start on the right plan with poorly-prepared advertising matter, than to start on the wrong plan with the most carefully written literature by the most expert writer in the world.

No man ever made a failure when his advertising was planned right and written right. I make this statement with the understanding that the goods advertised are worthy.

The one great thing that makes so much advertising fall flat is to be found in the advertisers themselves. They lie about their goods. They tell what isn't so. For instance, one man says he sells a soap that is a wonderful article. He tells the good housewife that all she has to do is to buy the soap and sit down. The soap will do the rest. It will finish the job. According to his ads, the soap is a living, breathing thing. It can do everything but talk. It rolls up its sleeves, spits on its hands, and proceeds to drive out all the dirt within a radius of ten miles. Maybe I am exaggerating a little, but not very much. When the woman buys the soap, she finds it just like any other soap. It makes things clean, but it does not work automatically. She has to apply it, and apply it hard. By the sweat of her brow and by the power of her elbow, she makes the soap do its duty. The next time she sees a soap ad or any other kind of ad, she smiles, and says: "Thank you; I have had a little experience of my own." Then, when the advertisements begin to lose their pulling power, the advertiser says such and such papers, or posters, or booklets, or circulars are no good—they don't pull.

I started out in this article to talk about the importance of the planning, but have gotten away from my subject. Maybe what I have written is of interest to some-

body, so I'll permit it to stand, if the editor is willing.

Suppose we consider a proper plan for advertising a new remedy for curing coughs, colds and the other things of a like nature.

The first thing I would do would be to count my money. Then I would figure out how big a territory I could thoroughly cover. I would figure on a basis of covering that territory with a thick coating of advertising. I would rather have it too thick than too thin. I would get down the newspaper directories and pick out the right papers to use. A shrewd advertiser can nearly always read between the lines printed in directories. There are earmarks that enable him to judge pretty accurately whether a circulation statement is true or whether it is false.

I think about five inches, single column, would be enough space to use in the papers. In that space I would tell the people that my remedy cured colds. I would tell them that every case of consumption sprang from a little cough. I would say that a cough was the signal that consumption always gave. That it was a warning to get off the road to the graveyard. Stop the cough when it starts and you stop consumption.

Of course I would want lots of pictures. These I would use in the papers, on posters and in booklets. My whole endeavor would be in the direction of pounding in the fact that half the tombstones in the graveyard were erected over the dead bodies of people whose untimely ends came because they failed to stop a little cough. I would have pictures of burial grounds, of undertakers' stores, of skeletons, of hearses, of weeping relatives, of empty chairs.

I would cover the town with posters, and put a well-written and well-printed booklet into every house. I would make the bill posters happy, and the distributors happy, and the publishers happy. I would start my campaign along in the fall when people begin to sneeze and snuffle and make brisk business for the handkerchief manufacturers. I would so thoroughly overshadow all other cough cures that nobody would sneeze or cough without thinking of my remedy.

That is the way I would do. I would stick to that territory until it was thoroughly worked. If I had any money left it would go into pastures new. I would there go through the same performance. I would not figure on getting my money back next day. If it came back in a year or two, I would be satisfied.

I believe there are preparations that really cure most all coughs, and I am basing this plan of campaign on the assumption that I had a meritorious remedy.

And there's another thing. I would not sell my remedy at a cheap price. I think I would put the price a little higher than the prices of similar preparations. Then I could say: "This remedy costs most, but it is worth most. The man or woman who buys medicine because it is cheap is getting ready to give the undertaker a job."

The man who says in a general way that newspaper advertising is the only kind that pays is mistaken. So is the man who pins his faith to posters and to booklets. It is a judicious mixing of those mediums that pays best.

The man who has made a failure in his advertising can trace his failure to one of three sources, perhaps to all of them. He

followed the wrong plan, or used the wrong kind of matter, or spread his advertising out too thinly. Once in a while a man spends too much, but such men wouldn't make a very big army.

A Disinterested (?) Aesthetic.

We clip the following naive and ingenious paragraph from *Newspaperdom*:

The *Newburyport* (Mass.) *News* objects to the disfigurement of the country along the railroads, with insidiously advertising boards. It says: "We believe there is a state law against defacing natural scenery in the shape of rocks and trees; it ought to be so extensive in its scope as to make the present defilement of the marshes with advertising boards an impossibility. The state has something to learn from other commonwealths in this respect." The money spent in putting up and maintaining a painted sign will buy at least four times its value in advertising in newspapers.

SOMETHING NEW.

The Outing Sign Co., corner of Second and Ludlow streets, Cincinnati, O., are in the field with a new and original advertising service which possesses peculiar interest to bill posters. The plan pursued enables them to work hand and glove with the bill posters of the country, and both are mutually benefited. Those members of the craft who have already had dealings with this company, extend their most unqualified commendation and endorsement of the method. Bill posters who are unacquainted with them will do well to write them at once.



Capital City Bill Posting Company's "BOLD McINTYRE." Albany, N. Y.

CONSTITUTION AND BY-LAWS
OF THE
INTERNATIONAL
ASSOCIATION OF DISTRIBUTORS.

—o—
OFFICERS.

J. A. CLOUGH, - - - President,
Chicago, Ills.
J. E. STROYER, - First Vice President,
Rochester, N. Y.
W. J. KRYDER, Second Vice President,
Dowagiac, Mich.
W. H. CASE, - Third Vice President,
Ft. Wayne, Ind.
W. H. STEINBRENNER, Sec'y-Treas.,
Cincinnati, O.
JAMES L. HILL, - Soliciting Sec'y,
Nashville, Tenn.

EXECUTIVE COMMITTEE.

THOS. KAIN, - - - Middletown N. Y.
W. E. PATTON, - - - Corinth, Miss.
A. M. POFF, - - - Lawrence, Kas.

—o—
OBJECTS.

The objects of this association shall be, first, to afford mutual protection to *bona fide* distributors, and to advertisers who patronize them. Second, to improve the service in the following lines of work, viz: Distributing circular or sample matter, by which is meant books, almanacs, etc., tacking cards or signs, hanging lithographs, and addressing circulars or other matter to be mailed or distributed.

—o—
CONSTITUTION.

ARTICLE I.

Sec. 1. From and after the adoption of the following constitution and by laws, this organization shall be known as "The International Association of Distributors.

ARTICLE II.
OF THE OFFICERS.

Sec. 1. The officers of this association shall consist of a President, First, Second, and Third Vice-Presidents, Secretary-Treasurer, Soliciting Secretary, and an Executive Committee, to be composed of the above named officers and three other members, who shall be elected at the regular meeting; one to be elected each year.

ARTICLE III.
MEMBERSHIP.

Sec. 1. No person shall become a member of this association, unless he be of good moral character and 21 years of age, and shall furnish three good references as to his honesty, ability, and character, and these references shall accompany the application for membership.

Sec. 2. No person shall become a member of this association who does not do, or have done under his direction, circular or sample distributing, or print, solicit or own advertising matter for distribution.

Sec. 3. All applications for membership shall be accompanied by a membership fee of three dollars (\$3.00), and all applications shall be made on a suitable form to be provided by the association, and which shall contain the age, occupation, residence address of the applicant,

and all other information requisite for an intelligent action of the proper authorities in accepting or rejecting the application.

ARTICLE IV.
OF THE ELECTION OF OFFICERS.

Sec. 1. The President, Vice-Presidents, Secretary-Treasurer, and Soliciting Secretary shall be elected annually at the regular annual meeting, to hold their offices for one year, or until their successors in office are elected.

Sec. 2. The other three members of the Executive Committee shall be elected at the regular meeting, to hold their office for three years, or till their successors in office are elected. It being understood that of the ones who are elected at the annual meeting of 1896, one is to hold office one year; one, two years; and one, three years.

ARTICLE V.

Sec. 1. A correct list of all members in good standing shall be kept by the Secretary, and a copy of same be furnished to any responsible advertiser upon application.

Sec. 2. A reliable register of responsible advertisers shall be kept by the Secretary, and at all times be open to examination by all members in good standing.

Sec. 3. A similar register shall be kept of all known fraudulent advertisers by the Secretary, and this register shall be open to the inspection of all members in good standing.

ARTICLE VI.
OF THE FUNDS.

Sec. 1. The funds of this association shall be derived from the following sources: A membership fee, quarterly dues, and fines and assessments, as may be provided for hereinafter.

ARTICLE VII.
ELECTIONS.

Sec. 1. All elections shall be held by ballot, unless otherwise ordered by a vote of the association, and proxies shall be recognized when coming from members in good standing and with instructions, and a majority of votes cast shall constitute an election.

ARTICLE VIII.
AMENDMENTS.

Sec. 1. This constitution may be altered, amended, or repealed by a two-thirds' vote of all the members present and in good standing.

—o—
BY-LAWS.

ARTICLE I.
GENERAL RULES.

Sec. 1. Notice of all meetings, both regular and called, shall be given at least sixty days before the date of the proposed meeting.

Sec. 2. The regular annual meeting shall be held at a time and at a place to be designated by the Executive Committee.

Sec. 3. No called meeting shall be held unless the call be signed by five of the members of the Executive Committee, except such called meeting shall be authorized by twelve members in writing, a majority of whom shall attend the called meeting, in which case the President shall call the special meeting regardless of the Executive Committee.

Sec. 4. The following shall be the regular order of business at the regular meetings.

1. Call to order by the presiding officer.
2. Filling vacancies in office by temporary appointment.
3. Roll call by the Secretary of the members.
4. Reading of the minutes of the last meeting.
5. Report of the President.
6. Report of the Secretary-Treasurer.
7. Report of the Soliciting Secretary.
8. Report of the Executive Committee.
9. Unfinished business.
10. New business.
11. Nominations and elections of officers.
12. Induction of officers to respective offices.
13. Remarks for the good and welfare of the association
14. Adjournment.

ARTICLE II.

Sec. 1. Seven members shall constitute a quorum to transact business at any regular or called meeting.

ARTICLE III.

Sec. 1. The membership fee for this association shall be three dollars (\$3.00), which shall accompany the application for membership; and if any application for membership shall be rejected, the membership fee shall be returned to the applicant at once, together with a notice of the rejection.

Sec. 2. No membership fee shall be charged to members of this association who were members, in good standing, of the International Association of Distributors of North America, on July 1, 1896.

ARTICLE IV.

Sec. 1. Each member shall pay into the treasury, as dues, as follows: Members reaching in their business a population of-

5,000.....	\$1.60	200,000.....	\$7.60
10,000.....	2.20	300,000.....	8.20
20,000.....	2.80	400,000.....	8.80
30,000.....	3.40	500,000.....	9.40
40,000.....	4.00	600,000.....	10.00
50,000.....	4.60	700,000.....	10.60
75,000.....	5.20	800,000.....	11.20
100,000.....	5.80	900,000.....	11.80
125,000.....	6.40	1,000,000.....	12.40
150,000.....	7.00	1,500,000.....	13.00

Sec. 2. All dues shall be paid quarterly, on or before the beginning of the quarter for which they are due.

Sec. 3. Any member neglecting or refusing to pay his dues for more than thirty days after the beginning of the quarter for which they are due, shall be fined twenty-five cents (25 cts.), and if at the end of the next thirty days he has not paid said dues and fines, he shall be suspended by the Executive Committee, and notice of the suspension mailed him by the Secretary.

Sec. 4. Suspension for non-payment of dues shall continue until all dues and fines in arrears are paid up in full, and if at any regular meeting there be any member resting under suspension for non-payment of dues, and such member does not pay said arrearages at said meeting, he shall be dropped from the roll of membership, and if he apply for membership, again, he shall pay into the treasury the regular membership fee the same as if he had never been a member.

ARTICLE V.

Sec. 1. All remittances for membership fees, assessments, or fines and dues shall be made to the Secretary-Treasurer.

Sec. 2. All remittances shall be made by registered letter, post office money order, New York draft, or express money order.

ARTICLE VI.

Sec. 1. It shall be the duty of the President to preside at and preserve order at all meetings; to sign, with the Secretary-Treasurer, all orders for money; to carefully preserve all papers, books, or other property belonging to the association and in his possession; to submit a complete written report at the end of his term of office of the work done by him.

Sec. 2. It shall be the duty of the Vice-Presidents, in their respective order, to preside at all meetings in the absence of the President, and to act at such times with all the power and authority of the President; and they shall do all in their power to assist the President to properly discharge the duties of his office.

Sec. 3. It shall be the duty of the Secretary-Treasurer to act as Secretary for all meetings; to properly keep and care for all papers, books, or other property of the association entrusted to his care; to keep all records of the association, to notify all members of the time and place of holding all meetings; to keep an accurate list of the names and addresses of all members; to carefully inspect all bills and accounts presented against the association, and to pay same when satisfied of their validity; to do all other work imposed on him by the Executive Committee, and to submit a complete written report of the work of his term of office, and to submit the same to the regular meeting at the end of his term of office.

Sec. 4. It shall be the duty of the Soliciting Secretary to do soliciting, and to furnish members from time to time, or upon request, with such lists and information in his possession as may tend to assist them in their efforts to secure work. He shall also do all other corresponding or clerical work imposed on him by the Executive Committee. He shall render a complete written account of the work of his office at the annual meeting succeeding his election.

ARTICLE VII.

Sec. 1. Neither the President, Vice-Presidents, nor Secretary-Treasurer shall receive any pay for their official services.

Sec. 2. The Soliciting Secretary shall be allowed no money compensation for his services, but he shall be allowed to employ a competent stenographer and typewriter, at a salary not to exceed \$3.00 per week, who shall at all times be under the direct control and direction of the Soliciting Secretary, and who shall be paid out of the general funds of the association.

Sec. 3. None of the members of the Executive Committee shall receive any pay for their services, except as already provided.

Sec. 4. All officers shall be allowed all necessary expenses for stationery and postage for the proper discharge of their official duties.

ARTICLE VIII.

Sec. 1. The Secretary-Treasurer shall furnish a good and sufficient bond in the

sum of one thousand dollars (\$1,000) for the faithful discharge of his duties. He shall also keep his books open at all times to the inspection of the Executive Committee.

ARTICLE IX.

Sec. 1. It shall be the duty of the Executive Committee, of which the Secretary-Treasurer shall be chairman, to decide all questions of dispute arising between members or between members and advertisers. To pass on all applications for membership and on all suspensions for non-payment of dues, or for breach of contract or faith with advertisers, and to sit in judgment in all cases where members are accused of conduct that will be calculated to bring the association in disrepute before the public. They shall also provide a suitable form of application for membership for the use of persons who wish to become members of this association, and this form shall contain all the requisites enumerated in Article IV, Section 4, of this constitution, together with all other matter that may seem wise in the eyes of the Executive Committee.

Sec. 2. The Executive Committee shall instruct the Secretary-Treasurer in regard to the placing of all advertising to be placed in the name of the association.

ARTICLE X.

Sec. 1. The service tendered advertisers by this association is guaranteed to be absolutely reliable by the members at large.

Sec. 2. In the event of a member being detected in violating his obligation to this association or advertisers for whom he may be doing work, by reason of dereliction of duty or non performance of any stipulations of any contract or agreement which he has entered into with any advertiser, and it shall be proven, upon investigation, that said advertiser has sustained a loss at the hands of the aforesaid member, this association shall take immediate steps to reimburse said advertiser for said loss.

Sec. 3. The President shall request the advertiser to file a claim, duly sworn to, with the Secretary-Treasurer, which shall set forth the true value of the advertising matter entrusted to the offending member, together with the amount of the freight charges prepaid on same, and the amount of money paid to said offending member for his services in this particular instance.

Sec. 4. The Executive Committee, having satisfied itself that the claim is reasonably true and just, shall, through its chairman, immediately, notify the member chiefly concerned to send the amount called for in the claim to the Secretary-Treasurer, who shall remit it to the advertiser to whom it is due.

Sec. 5. In the event of the member failing to comply with the demand within thirty days after it is issued, the Secretary-Treasurer shall so inform the Executive Committee, who shall declare his name to be dropped from the roll of membership, and publish the fact.

Sec. 6. When a member fails or refuses to make restitution to an advertiser, when so ordered, the Secretary-Treasurer shall pay the amount out of the general funds of the association, and at once issue a pro rata assessment on all the members to make up the deficiency thus created in the treasury of the association.

ARTICLE XI.

Sec. 1. It shall be the duty of each member to write at least three letters each month to persons in districts or counties not already covered by this association, soliciting them to become members of this association. Names of persons to be written to, to be furnished by the Secretary-Treasurer.

ARTICLE XII.

Sec. 1. No more than one member shall be accepted from one county unless it be mutually agreeable with both parties, and a written consent of both parties interested shall be filed with the Secretary-Treasurer before a certificate of membership is issued to the second member for the same territory.

ARTICLE XIII.

Sec. 1. These by-laws may be amended, changed, or repealed by a two-thirds' vote of all the members in good standing voting at any meeting.

THE INTERNATIONAL Bill Posting Association.

Probable no trade organization extant has met with the universal approval encountered by the International Bill Posting Association. Certainly none can point to as rapid and substantial a growth.

Scarcely two years old, it has already outstripped the other associations in point of membership. (It is a fact that it is numerically the strongest association in the country.)

Advertisers and advertising agents both heartily endorse and commend it, for the reason that it broke away from old and hide bound traditions. They respect it because it gives a guaranteed service that is guaranteed. They rely upon it because no bill poster can join it without first giving good local references and a satisfactory bond. They appreciate it because it established and forced similar organizations to adopt an equitable scale of prices based upon the population of the town, and hence the comparative worth of service in the town.

It leads, others follow. Advertisers and agents know this. Bill posters are fast coming to realize it.

CANADA and Canadian Bill Posters.

The duty on posters-going from the United States into Canada is practically prohibitive. The present rate was, it is said, fixed by one Mitchell, a poster printer in Ottawa. Designed to protect three poster printers in the Dominion, none of whom are lithographers, it works a great hardship on over one hundred bill posters. No advertiser can afford to send his paper into Canada under the present tariff and hundreds of dollars are thereby annually lost to the bill posters, who would otherwise receive as much paper as their consins in the states. It is a crying shame and an outrage. How many Canadian bill posters will sign a petition to Parliament looking to its repeal or revision? BILLBOARD ADVERTISING will have it properly framed and circulated if responses to this article warrant the effort. W. W. Seane, of Chatham, Ont., ought to take this matter up. P. F. Schaefer and Clarence E. Runey, President and Secretary respectively, of the International Bill Posting Ass'n assure us that the latter organization will lend its aid and influence.



HARRY BRIDWELL, OF THE STROBRIDGE LITHO. CO., CINCINNATI. The leading decorative poster artist of the day.

FROM AUSTRALIA.

We have received from the Ballarat Advertising and Bill Posting Co., of Ballarat, Australia, a brochure, illustrated with half tones of all their most prominent boardings and posting stations. It proves conclusively that our yankee bill posters have not as yet succeeded in cornering all the ingenious devices and enterprise of the business.

J. D. Phanner, of Asheville, N. C., reports a big boom in local Holiday advertising on his billboards, this being the first extensive work of this class ever done in his town. He has secured some "swell" paper for a starter, and hopes to so interest local merchants as to keep them on the boards regularly. In this age of perfect stock posters the bill poster that doesn't make the business pay is the one that doesn't take full advantage of his opportunities.

We acknowledge the receipt of the following foreign subscriptions during Nov. South African Adv. Co., Capetown, South Africa. Mr. J. D. Bratby, 62 Chancery Lane, London, Eng. Messrs McArthur Son & Co., North Lindsay St., Dundee, Scotland. Messrs Sheffield's (Ltd.), Barwick St., Birmingham, England. Messrs Roberts & Son, 61 Albert Road, Middlesborough, England. Messrs Crookes & Grime, Lever St., Manchester, England. Mr. J. Evans, Carliff, Wales. Messrs Hanigan & Co., Dublin, Ireland. Imprimerie Chaix, Paris, France.

Death of Mr. Joseph Seidenberg.

Bill posters generally will hear with regret of the sudden death on Sunday, November 15, of Mr. Joseph Seidenberg, of New York, head of the great cigar house of Seidenberg & Co. For the past decade this firm has been a liberal spender of money for display advertising, in fact, it has been among the largest in the cigar line. I won't say that Seidenberg & Co. were pioneers in the cigar trade in this method of advertising, but if not, they were certainly among the first to go at it systematically, and persistently, and heavily. During the year just past the firm suffered from a large number of failures throughout the country, and were obliged on this account to reduce their advertising expenditures; in addition, came the troubles in Cuba, and the difficulties of securing Havana tobacco. The firm has been steadily gaining ground

during the year, and had about decided on another campaign for 1897, when Mr. Seidenberg's death is announced. I am assured by the surviving partners that business will continue just as in the past. It may be news to a great many of the readers of BILLBOARD that the first cigar factory to be built in Key West was built by Joseph Seidenberg, in 1867, and that the wisecracks of that day pronounced the experiment a most foolish one. That his success was phenomenal, and that his example was widely followed are well known facts, and are conclusive evidences of Mr. Seidenberg's business forethought.

S. W. H.

A Cheap Bid For Newspaper Notoriety.

Some years ago, "Yours Merrily, John R. Rogers, who was at that time acting in the dual capacity of husband and manager to "Yours Kittenishly, Minnie Palmer," determined, with a blare of trumpets to reform theatrical advertising by abolishing all bill posting. The newspapers were full of praises of "Yours Merrily" for some months for his alleged intentions to spend all his advertising money in future with them and them alone, and this free advertising given him and his star served his purpose very well. But the billboard and the bill poster and those who continued to use them continued to thrive.

I am reminded of the above, which I wrote for *Printers' Ink* some six years ago, by reading the following in the *New York Herald* today, Nov. 27, 1896:

Messrs. Klaw & Erlanger, the extensive theatrical managers, say that they will use no more posters to advertise their shows. They came to this conclusion yesterday, and at once surrendered all locations on the streets, fences and dead walls, and wired their agents through the country to hereafter abandon this form of advertising. The move has been contemplated for a long time.

"I am convinced that the step is a shrewd one," said Mr. Klaw yesterday. "Thirty theatres in town, eager Sunday newspapers and half a hundred patent medicines are weekly reaching out for the city's dead walls and purchasable spaces for the eye of the passerby. Competition for locations has run the terms up to enormous figures. Then the sheets are posted generally in streams, and each is obscured by its neighbor. Years ago when the city was young in theatres and patent medicines and the city roomier, a manager had fair prospects of having an attractive poster read by those who ran. Now we are crowded and less reposeful, and I believe all money so spent is absolutely lost. We are going to put the money usually spent in this way into the advertising columns of the newspapers. The combined weekly circulation of the dailies easily extends into the millions. In this way we know we get our announcements on the tables of thousands of homes. There is no speculation about this. We have long been considering this step, and our renunciation of the billing system now is the only deduction possible after a review of the present situation. We have not considered the possible effect of our innovation on our neighbors. For our gain, we would rather that they would not follow us."

The funny part of all this is that the only show Klaw & Erlanger have in New York at the present time is "Jack and the Beanstalk," at the Casino. And if the Casino has done any bill posting this season, it has been done on ash barrels and other unprotected locations. The regular bill posters have done nothing for Canary & Lederer, the Casino managers, this season in the way of bill posting, but Mr. Sam Pratt tells me to-day that all of them—Munson, Reagan & Van Benren—have done considerable in the way of suits for moneys earned in the past.

Mr. Klaw is undoubtedly correct in his assumption that bill posting on ash barrels is money thrown away, and if he can get rid of the expense and at the same time get several thousand dollars' worth of newspaper notices free of cost, he shows himself possessed of a great big head by taking advantage of the opportunity.

JAM W. HOKE.

WHAT THE DISTRIBUTORS ARE DOING

The Brown Pharmacy Co., 110 Woodwood Avenue, Detroit, Michigan, are getting ready to distribute samples throughout Ohio only. Distributors in that state will do well to write them at once.

In New Orleans, before the City Council, which met October 14th, an ordinance prohibiting the distribution of "papers, circulars or pamphlets, containing advertisements of any description in the yards or under the doors of private residences" was passed. The violation of this law was punishable by a fine not exceeding twenty-five dollars. After the passage of this measure, councilmen commenced to realize that they had acted hastily. A strict interpretation of this law would certainly prevent daily papers from being delivered by carriers. The merchants who advertise by distributing, and there were many, considered its enforcement interfering with their rights as tax-payers. One, the head of a large dental association, had a petition protesting against the ordinance and asking for its repeal, drawn up. It was a monster, and signed by several thousand leading business men. This petition was presented to the city council by Councilman Col. Sherrouse, well known among advertising men as the President of the Company which manufactures Tichenor's Antiseptic.

In requesting the repeal of this undesired ordinance, Col. Sherrouse suggested that another, permitting the distribution of advertising matter after it had been favorably passed upon by the Mayor who would issue a permit, be passed. This was done at the meeting, Monday, Nov. 23d, and as soon as the new law is promulgated, distributing will go on just as severely as ever before.

Our gallery of distributors is further enriched this month by the addition of the genial "face" of W. H. Case, of Fort Wayne, Ind. Mr. Case is Third Vice President of the International Association of Distributors, and is pretty well known, now as manager of the Hustler Advertising Co., he has bumped against nearly every business man or firm whose belief is the same as his, (out door advertising) and a great many more who don't believe in anything. He was born in Fort Wayne when he was very young and grew up with the town, consequently knows all about it. In 1891, he, with Robt. E. Lindeman (since retired) organized The Hustler Co., and by honest work and strict business methods, has made many friends among the exponents of out door advertising, and numbers among his patrons many of the most prominent advertisers throughout the country. It might also be said he numbers his references with his patrons, as his opposition say his only

fault lies in doing good work. He has lately accepted the agency for The Donaldson Lithographing Co., of Cincinnati, and soon expects to more thoroughly educate the business men in his territory on the potent, pulling, power of the poster. He has troubles of his own, but realizing that "there are others" will not inflict any tale of woe upon a much abused public.

The firm numbers among its patrons since election: The Wells and Richardson Co., "Paine's Celery Compound," Burlington, Vt; The W. H. Comstock Co., Ltd., Morristown, N. Y.; Lydia E. Pinkham Med. Co., Lynn, Mass., besides several local firms, thus proving the truth of their motto, "everything comes to him who hustles while he waits."

Vansyckle's Indianapolis Chat.

During the past week, M. C. Jones, advertising agent for the Sterling Remedy Co., while wearing the costume of an English dude and distributing samples of No-to-bac and Cascarettes on the streets in the business center of this city, was arrested for blockading the streets. The court, not being able to find that Mr. Jones had violated any ordinance, promptly dismissed him the following day. Mr. Jones' conical 'make up' was one of the best ads. ever used here and caught the people right.

Since last writing we have received and are distributing 25,000 for Paine's Celery Compound, 30,000 pieces and 85 druggists packages for Dr. Miles, 25,000 for Lydia Pinkham Medicine Co., 22,000 for Dr. Chase's Blood and Nerve Food, 20,000 for Dr. Williams' Pink Pills, 3,000 Butterick's Patterns, 20,000 for No-to-bac and Cascarets, and tacked several hundred signs, and we still have a large amount of work coming constantly. New York Journal, Quaker Oats, No-to-bac, Ceresota Flour, Hercules Malt Extract, new posters up here.

W. H. Steinbrenner requests us to advise members of the I. A. of D. that he has a bill against Hixon Bros., of Piqua, O., which is past, due. They both repudiate liability and as he cannot collect the account he advises cash in advance from them on the part of the other members.

Omaha, Neb., Nov. 15th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir:—Your postal at hand. Our Mr. Fischer has been seriously ill for three months, and though recovering is still unable to work or leave the house.

Business is picking up since the election and we expect to be kept busy for some time.

MRS. G. E. FISHER.

TIPS.

This is the season for cards and almanacs. Write to

The W. H. Comstock Co. (Dr. Morse's Indian Root Pills) Morristown, St. Lawrence Co., N. Y.

Royal Insurance Co. (Calendars) Chicago.
C. J. Hood & Co. (Newspapers) Lowell, Mass.
Dodd's Medicine Co., (Almanacs) Toronto and Buffalo.
The Frost Homeopathic Remedy Co (Almanacs) Springfield, Mass.
The Anraphone Co (get cash) New York City.
The Atholporos Co. (booklets) New Haven Conn.
T. Flaack, care R. H. Ingersoll, & Bro., N. Y.
Dr. Chase & Co., Philadelphia.
Pingo-Caffene Co., Worcester, Mass.
Tarrant & Co., New York City.
Block Bros., (Samples) Wheeling, W. Va.
Köhler's Medicine Co., Baltimore, Md.
Barry's Antiseptic Mixture Co., St. Louis, Mo.
Dr. N. S. Davis, Frankfort, Ind.
Pasteur Vaccine Co., 56 5th Ave., Chicago.
The American Machine Co., 149 S. Jefferson St. Chicago.
J. Thalheim & Co., 99 Maiden Lane, New York
Marshall Medicine Co., Kansas City, Mo.
Magic Yeast Co., 897 Ashland Ave., Chicago.
B. L. Newman, 2210 Michigan Ave., Chicago.
The Fort Dodge Medical Institute, Fort Dodge, Ia.

Dr. Harold Hayes, Buffalo, N. Y.
L. A. McGinn, 145 La Salle St., Chicago.
The Young People's Paper Ass'n, 320 S. Main St., Elkhart, Ind.
The Martin Pub. Co., Roanoke, Va.
The Caffo-Celery Co., Palmyra, N. Y.
The Western Medicine Co., Kalamazoo, Mich.
A. W. Scott Co. Cohoes, N. Y.
Crown Supply Co., 52 State St., Chicago.
Morgan, Rice & Co., Springfield, Mass.
Duncan, Keller & Co., 156 5th Ave., New York.
Samuel Keller & Co., 44 Broadway, New York.
The Battles Mfg. Co., Lawrence, Mass.
F. E. Grant, 1035 Broadway, Kansas City, Mo.
Standard Mfg. Co., 934 Cedar Ave., Cleveland.
Kenton Baking Powder Co., Cincinnati.
Sherouse Medicine Co., Ltd., New Orleans, La. South only.

True Remedy Co., Buffalo, N. Y.
Corona Co., St. Louis, Mo.
Dr. Miles Medical Co., Elkhart, Ind.
Boulton Hop Bitters Co., 685 Broadway, New York City.
Puritana Compound Co., Concord, N. H.
Manufacturers Shoe Co., 36 Columbus Ave., Boston.
Dr. John Percy, Box 503, Windsor, Ont.
Ypsilanti Specific Co., 104 Broad St., Boston.
Coe Chemical Co., Cleveland, O.
Dr. Archambault Co., 38 Pemberton Square, Boston, Mass.
The Go-To-Sleep Co., Chamber of Commerce Bldg., Rochester, N. Y.
Dr. Kilmer & Co., Binghamton, N. Y.
Bruttine Mfg. Co., Roxborough, Philadelphia.
Nux-Phospho Co., Pittsburg, Pa.
Munyon's Homeopathic Remedy Co., Phila.
Loring & Co., Chicago.
I. Pieser & Co., Chicago.
R. T. Davis Mill Co., St. Joseph, Mo.

Personal Mention.

Earnest Cole, 728 E. Allison St., Nevada, Mo. has been in the business since 1890. He represents the Will A. Moulton Advertising Co., of Cleveland, O.—W. H. Steinbrenner now has eight men steadily employed.—Flynn & Cushing is a new firm at Matapan, Mass., they are members of I. A. of D.—Wm. M. Meloy, of Mechanicsburg, Pa., writes that he is glad to note the success that BILLBOARD ADVERTISING has met with and adds that it seems better every time it comes to hand.—Oplinger & Butkiewicz of Nanticoke, Pa., have joined the I. A. of D.

These gentlemen are bill posters as well as distributors — The October issue of Will Molton's paper, *Up-to-Date*, is a corker. Every distributor ought to subscribe for this bright little sheet. It only costs \$1.12 per year and is worth ten times that for tips alone. Send subscriptions to Will A. Molton, 143 St. Clair St., Cleveland, O. — Vansyckle, of Indianapolis, although a young man, has had a vast experience. He is one of the greatest hustlers in the business.



MR. W. H. CASE.

Ho! for Cincinnati!

The Queen City of the West will be the Mecca of bill posters all over the country early in January. The occasion will be the Semi Annual Convention of the International Bill Posting Association. The members of this organization are very enthusiastic over the success they have scored, and the attendance will be very large. Being an "open" Association, independent bill posters and those of other affiliations are invited to be present.

This coupled with the fact that the Fourth Annual Convention of the Protective League of American Showmen takes place simultaneously assures a large gathering. Many A. B. P. A. men are also members of the Protective League, and the annual meeting of this latter body has become an event which never fails to draw largely.

The commingling of bill posters, showmen, poster printers and agents is a good thing for all concerned.

Don't forget the date, January, at the Hotel Emory, Cincinnati, O.

Mural signs and painted bulletins are posters. They post the public wherever they are displayed.



A Napanee, Ontario, Board.

Poster Printers

W. J. Morgan, Jr. was a BILLBOARD caller November 5.

Frank Sing has severed his connection with The Strobridge Litho. Co.

The Ottman Litho. Co. is very much in evidence on the boards these days.

Morris Harwick has severed his connection with The Donaldson Litho. Co.

The Caffo Celery Co., of Palmyra, N. Y., invite ideas and estimates for posters.

The Stecher Lithographing Co., of Rochester, N. Y., has entered the domain of poster printers.

The Carqueville Litho. Co. are again in the poster field. See their advertisement on another page.

The Winterburn Show Printing Co. complain of unmercantile conduct on the part of Morris Harwick.

Hennegan & Co. are deluged with orders and running late into the night in order to appease their customers.

The Enquirer Job Printing Co. is looking for a site on which to erect a new building for their immense plant.

Edward Penfield arranged the Poster Exhibition held at the Knickerbocker Athletic Club, New York, December 3.

Stock posters or pictorial parts of them can be utilized by sign painters (posted on bulletin boards) sized with white glue and then varnished.

Francis & Valentine represent the Donaldson Litho. Co. exclusively on the Pacific Coast. They carry a complete line of the Donaldson Posters in stock.

The newest of the new poster printers is the Eagle Lithographing Co. Their work is very creditable, but their imprint fails to state where they are located.

The Donaldson Litho. Co. added another Hoe press to their already large equipment, during November. This firm has almost doubled its capacity during the six months just past.

Globe Ticket Company, of Philadelphia, have just finished the largest press in the country for printing seamless banners all in one piece. They print any desired size up to twenty-one feet long, in one piece.

Printing houses must adopt some means of rendering sample posters and lithographs unfit for use by recipients.

Many retailers write for samples of commercial posters, who have no intention of placing an order. When the samples arrive they are turned over to a sign painter and appropriately lettered, after which they are used in the show windows and on the front of the house.

Agricultural fairs have been guilty of the same nefarious practice.

On another page we present a splendid portrait of Matt Morgan. Poster printers owe more to this man and the Strobridge Litho. Co., who developed his powers, than they can ever repay. It was he who first put the American poster in the lead.

The Renaissance of Lithography, by M. H. Spielman, in *Scribner's Magazine* for November, is well worth reading. The article abounds with reproductions of lithographs by Lord Leighton, Almo Tadema, Steinlen, Khnopff, Phil May, Roedel, Lunois, Eugene Carriere, de Lemud, Grasset and Fantin-Latour.

The Sterrett Show Printing Co., of 352 Clay Street, San Francisco, Cal., have issued an illustrated catalogue. The illustrations are in half tone, and doubtless will pay for themselves a hundred fold in saving their effect in samples and postage on same. There is a suggestion here that other poster printers might act on.

NEW YORK NOTES.

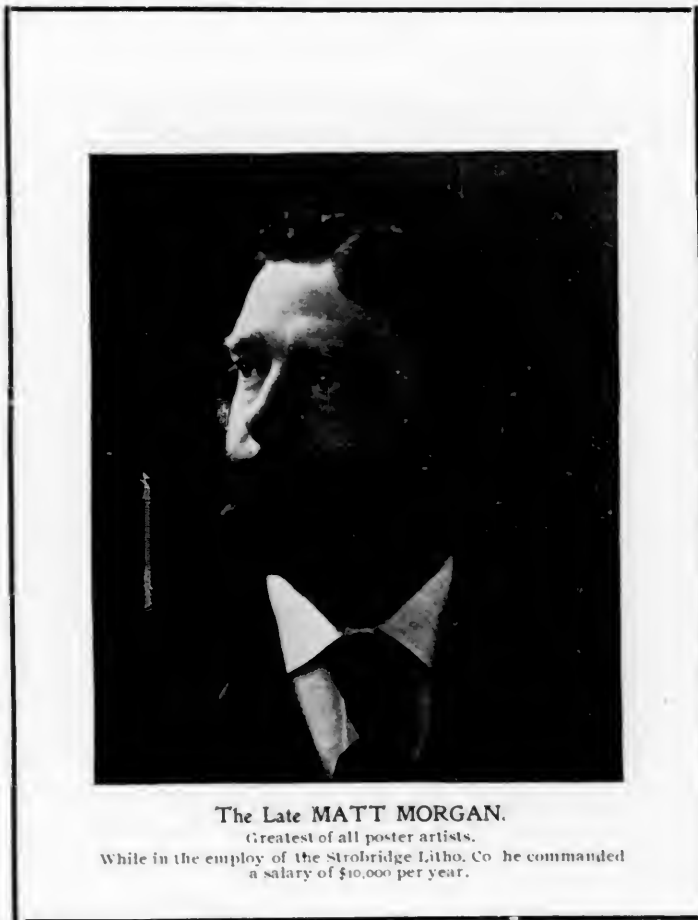
The Anheuser-Busch Brewing Co., of St. Louis, is expecting to post Malt Nutrine in New York at an early date.

Carroll, of Albany, and McAllister, of Troy, were the observed of all observers at the Hotel Marlborough, November 9.

W. H. Donaldson, of Cincinnati, spent several days here hustling after a shaky claim for The Donaldson Litho. Co.

Harry Munson has just built a triple-decker in front of the old church opposite Koster & Bial's and it's a bird.

H-O, which is posting direct, supposedly to secure the agent's commission, doesn't appear on O'Melia's boards, in Jersey City, Hoboken, Bayonne, and surrounding towns. O'Melia refused the agent of Heintz's Baked Beans a commission, and the agent threatened to place the business through a solicitor, and tried to do so, but J. F. says that this particular piece of business will pay full rates or keep off his boards.



The Late MATT MORGAN.

Greatest of all poster artists.

While in the employ of the Strobridge Litho. Co. he commanded a salary of \$10,000 per year.

Every poster printer in America who makes a specialty of descriptive posters, should weigh carefully the desirability of lower case in poster type. Display lines of caps and whole posters of caps will no longer answer. Advertisers have learned that they do not read one-tenth part as readily as lower case and consequently that a display line set in caps is not displayed at all but weakened. Even streamers are now demanded in lower case.

In making purchases of new type this should be borne in mind.

The Sandwich Islands.

Mr. A. V. Gear, 210 King street, Honolulu, Hawaiian Islands, is erecting a splendid line of boards in Honolulu, and will contract to bill all cities in the group.

Sam W. Hoke is displaying in his window a very handsome four color three-sheet, bearing his imprint, which states that "A cup of Gillies' Coffee Crowns the Feast." If the coffee is as good as the poster it is immense; and Sam says it is better. But he won't tell me the section of the country the poster is to go to.

The American Bill Posting Co., of Brooklyn, is materially strengthening their plant by the addition of numerous boards facing the E. roads.

H O gets out a new poster very frequently, but so far an eight-sheet has been the biggest size; a few days ago New Yorkers and Brooklynites were met with a twenty-four sheet, which at first glance was another H O design; on closer inspection, however, it proved to be O-H, a new malt extract, made by the Otto Huber Brewery, Brooklyn.

Heintz's Baked Beans is said to be on the way, and Bendorp's Cocoa is here. Dewar's Scotch Whiskey has a handsome four-sheet showing a young swell's ancestors reaching down out of their portrait frames for some of the whiskey which the young man is sampling.

Profitable Advertising's account of the New York State meeting shows plainly why *The Bill Poster* failed to give any account of the meeting. It seems that Stahlbrodt and Campbell are not agreeing on all the details on how to run the bill posting of the Union. The attempt to consolidate New England with New York and other nearby states really seems to be necessary to insure a quorum at the meetings.

To the Bill Posters of America.

Gentlemen—I am being flooded with letters from bill posters from Connecticut to Texas, quoting prices, advantages, facilities, etc.; also from Distributors, Painters, and other Display Advertisers. I have been in New York two months, this being my fifth trip, and about my tenth year in connection with Bill Posting and kindred advertising. It is clear to me that there is a great deal of business to be had here for the smaller towns, and the big ones, too, if a proper and reliable medium of connection existed between the advertisers and the one who does the work. If enough bill posters and others in allied lines will send me a dollar per month so I can see a fund on which to begin, I will establish and maintain a set of suitable offices in New York, as their direct representatives, devoted to the "Bill Posters of America." I will compile a "rating" based on reputation, (not capital), keep an accurate directory of each town, solicit business from manufacturers or contractors without regard to Association or opposition so long as I can promise honest service by good men; (my profits will come out of the commissions earned or shared with others on the business sent); arbitrate in matters of adjustment, collections, advise as to character of advertisers, and in all respects conduct for the bill posters just such an agency as Bradstreet's is to the merchants, or Rowell's is to the press, in a fair and impartial and honorable way, sustained by subscription just as they are, and an institution which can in time be made of great benefit to all concerned.

If this meets with the approval and endorsement of BILLBOARD ADVERTISING, and brings an immediate response with dollars, and a promise to try it for a year from enough members to make it worth while, I will undertake it at once. If the response is not sufficient I will return whatever money may be sent. I impose but one condition: I will only represent Bill Posters or others whose reputation is good, and reserve the right to reject or drop anyone whose reputation would injure mine. I work in harmony with all Associations and their representatives, not against them, and I hope in time to see all the craft enrolled under one banner, "Bill Posters of America," and will lend all my efforts to that end. I should be proud to rightfully acquire the title recently conferred on me in a moment of play by the editor, if in time I could sign myself the Solicitor General for the Bill Posters of America.

Fraternally yours,
ARTHUR M. PLATO,
13 Astor Place,
New York City, N. Y.

As I require a credential from every one, I submit one about myself.

OFFICE OF PRESIDENT,
NORTH AMERICAN TELEGRAPHIC CO.,
C. M. LORING, PRESIDENT

Minneapolis, Minn., Nov. 10th, 1896.
To whom it may concern: I have known the bearer Mr. Arthur M. Plato for more than twenty years, as an energetic, active business man, who has always borne a good reputation for honesty and integrity. I knew something of him as an advertising agent in California, where he exhibited his usual skill and industry.

Yours truly,
C. M. LORING.

Advertisement.

LETTERS TO THE EDITOR.

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

Santa Rosa, Cal., Nov. 13, 1896.

BILLBOARD ADVERTISING.

Gentlemen:—We enclose herewith money order for \$1.50 for account of advertising and renewal of subscription. Your thanksgiving number is a credit to both editor and advertiser and something that should be encouraged by every bill poster and advertiser in the United States. Wishing you a happy and prosperous New Year, we remain
Yours very truly,
LEE BROTHERS & CO.

Oakland, Cal., Nov. 13, 1896.

Editor BILLBOARD ADVERTISING.

We received BILLBOARD and must say it is the only paper to advertise in. Business is very good with us. We are doing LOTS of commercial work. We have closed contract with Siebe & Green to do all work for Oakland, and they send lots of it. We have 7,000 feet of fence, 350 3-sheet, 250 6-sheet, 150 9-sheet boards. That is a good showing in five months, and we are putting out more. This will be all the news this time.
Respectfully,
BELANCO & CO.

Phillipsburg, Pa., Nov. 24, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir—Your handsome Thanksgiving number arrived in due time. Many thanks. It is certainly a beauty. I intend to join the International Bill Posting Association inside of ten days or two weeks. Business is looking up considerably since election, and I am making new contracts every day. I control over 250 running feet of stands and could easily get more if necessary. With best wishes for the continued success of yourself and BILLBOARD ADVERTISING, I remain
Yours truly,
ED. DAVIS, City Bill Poster.

Petaluma, Cal., Nov. 15, 1896.

Editor BILLBOARD ADVERTISING.

The Thanksgiving number came duly to hand and I found it full of good things. Business has been good for last 6 months. I am just through posting Aunt Jemima Pancake Flour, Wool Soap, Fashion Tobacco, Star Tobacco, and Cast Iron Clothing. I am in hope to get the Opera House of this city remodeled by the first of January, 1897. I have booked the following attractions for January and February, 1897: Prof. D. M. Bristol's Horse Show, Richard Foote Co., "Si-Perkins" Co., and the Carrie Clark Ward Co.
Yours truly,
G. M. BRUSH.

Meadville, Pa., Nov. 16th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir:—I notice that you have taken my card out of classified column in your November number. Please continue same. Am glad to say that business has been good here this fall, and the prospects now are better than before election. On the boards this month: Snider's Catsups, Friend's Oats, three clothing firms, two shoe houses, and some work for the Erie R. R. Have also distributed advertising matter for C. I. Hood & Co., Dr. Chase, Dr. Williams Pink Pills, and Paine's Celery Compound.
Very truly yours,
GEO. KNOX.

Portland, Oregon, Nov. 12th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir:—Enclosed find P. O. O. for seven dollars—one dollar for the paper for one year and six dollars for one-half inch double column as marked on your diagram. (Last year I sent you one dollar for Christmas ad but you sent me two papers for the year.) What has become of old blowhard Bob Campbell's paper the *Bill Poster*? I paid for a year's subscription but have not had it for three months. I guess Bob has made it rather costly for them. Everything looks good here since McKinley was elected. I would rather have the BILLBOARD every time than the *Bill Poster*.
Respectfully,
J. T. WILLIAMS,
346 Morrison St.

Americus, Ga., Nov. 10th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir:—In a recent issue of BILLBOARD ADVERTISING, I notice you state that Messrs. Mize & Johnson are the leading bill posters of this city. In this you do me a great injustice, as the gentlemen named do not own a single board or control a single space; all the boards and all the spaces are now and have been for years controlled by
Yours truly,
CHAS. LINGO.

If we erred Messrs. Mize & Johnson are responsible, and we tender our apologies to Mr. Lingo. (EDITOR)

Galveston, Texas, Oct. 22, 1896.

Editor of BILLBOARD ADVERTISING.

Dear Sir—There is a malicious report being circulated that I had retired from the bill posting business, which is untrue. I wish to inform the advertising public in general, as well as my old patrons, that I am still in business and have the best locations in this city to make a display of any work in my line entrusted to my care. I can furnish the best of reference as to my reliability. I do not show work but devote my entire time to commercial advertising, and I assure you any work in the line of bill posting and distributing entrusted to me will receive my personal supervision as to its proper display and distribution.
Your truly,
OTTO A. YANCE.

The next time, Otto, that you want to inform the advertising public of anything appertaining to your individual affairs please obtain our advertising rates which are mailed free upon application.

[EDITOR.]

Chicago, Ill., Nov. 29th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir:—I have numerous warm friends among members of the craft in both associations. Several have written me recently in regard to certain scurrilous articles that have of late appeared in a pseudo-bill-posters-journal published in this city. Some extend sympathy, others offer me advice, and a few members of the A. B. P. A. assure me of their disapprobation.

Permit me to trespass briefly on your valuable space in order to assure them that the attack (if it can be dignified by such a term) causes me no alarm and but little concern. The paper in question has a miserably small circulation and no influence. My patrons are all aware that my boards are for the most part, the very best in point of location to be had in Chicago. I have not seen the articles but infer from letters and hearsay that they team with animus. If this be so it must be perfectly plain to the most obtuse that they are inspired by jealousy or apprehension.

A cur never ye'ps till he is beaten; therefore the few uninitiated who chance to encounter these screeds, will readily discern that the Chicago Bill Posting Co. must be getting the best of the business which comes this way. On this account I really wish that they might have appeared in a better paper. Very few people care to delve in a dung heap, otherwise, I might have obtained some valuable advertising.

Respectfully yours,

PAUL SCHAEFER MGT.,
Chicago Bill Posting Co.

Eslierville, Ia., Nov. 11th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir:—One reason that I know distributing is a good thing for advertisers, is because I was in a drug store the other day and saw over twenty thousand booklets, pamphlets and circulars behind the counters and under the stairs; all of them covered with dust and hopelessly spoiled. I can find them in all drug stores in the same way when given the opportunity. I think if BILLBOARD would mention this abuse it would benefit advertisers and help distributors.
Respectfully yours,
WARREN LEWIS.

We have mentioned it, in fact we have preached it tirelessly since the first issue of the paper. But here goes once more:—The only way to obtain results from this class of matter, is to have it conscientiously distributed from house to house by experienced men who make a business

of this line of work. If those advertisers who entrust their matter to druggists and other tradesmen are actuated by motives of economy, we cannot understand why they do not destroy it themselves; why pay express or freight charges to distant cities when the work can be more economically, expeditiously and thoroughly done at home. (EDITOR)

Napanee, Ont., Nov. 11th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir:—I am in receipt this day of your favor of the 7th inst., also the Thanksgiving number of BILLBOARD ADVERTISING. It is good and is worthy of patronage from all bill posters and advertisers whose best interests it so nobly stands up for and protects. That it is a help to the bill poster is beyond question, and I must say I am surprised to see so few Canadian bill posters' names in its columns.

Enclosed you will please find one dollar for subscription to BILLBOARD ADVERTISING for one year, and please insert my triple column advertisement in your December number (Christmas special). Bill posting in Napanee as a business or profession was done by everyone, and not protected until about three years ago when I took hold and declared myself a bill poster, though, I had much to learn and am learning yet. Besides leasing prominent billboards I have had to build some, and but for the misfortune of being burned out of house and contents last year, I should have built more. I am sending you by mail a photograph of one of my boards. I am the only bill poster in the county of Lennox and Addington as well as the town of Napanee. Hoping you will pardon me for intruding upon your valuable space. I remain yours in all good wishes.

J. J. MINCHINTON,

Napanee Bill Poster,

Napanee, Ont.

We will always have plenty of space for communications like yours Mr. Minchinton. (EDITOR)

Phillipsburg, Pa., Oct. 26, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir—Through the columns of BILLBOARD ADVERTISING we desire to notify the craft and advertising world in general that we have entered into the Bill Posting and Distributing business at Phillipsburg, Pa., under the firm name of Morley Bros., and that we are putting in an entirely new plant and have erected and purchased thus far about 500 running feet of fine boards, placed along the main streets and railroads in such a position that only the blind cannot help but see them. Phillipsburg borough, lying in the mountainous region of Rush Township, on the banks of the Moshannon creek 550 feet above Tyrone and 600 feet below the mountain summit, is a thriving enterprising town of about 5000 inhabitants and immediate surrounding of about 6000 additional. The interests that sustain it lie chiefly in the lumbering and coal mining operations carried on in the adjacent territory covering portions of Clearfield and Centre Counties. Benefit is likewise derived from a nearby agricultural region, the railway facilities consist of the Tyrone and Clearfield, branch of the P. R. R., Beech Creek Railroad System, and Altoona and Phillipsburg Connecting Railway, with about twenty miles of Electric Railway projected by the Clearfield Traction Co., which will be completed shortly. In conclusion will say that we are now prepared to guarantee to all advertisers of the United States a first class service in every respect.
Yours truly,
MORLEY BROS.,
Bill Posters and Distributors, Box 275.

Albany, N. V., Nov. 12th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir—Thinking it might be of interest to you and the readers of your paper, to become aware of the fact that the Capital City Bill Posting Co. is still in existence, and doing plenty of work in spite of the rumor, that its opposition in this city was going to wipe it off the earth by a subscription of five thousand dollars raised by the members of the Associated Bill Posters Association. Glad to say quite a number of creditors have thanked me very cordially for "ships" that have sailed their way lately, and it has helped me wonderfully in securing local work, as some of my patrons had not the ready cash before, and they are now using it by advertising their wares on my locations. Business is

booming with a will in this section, and through the courtesy of Mr. Sidel advertising agent for Groot's Cocoa, I have placed some 30 eight-sheet stands for a two months' showing. I have also 30 eight-sheet stands for the Hecker, Jones, Jewell Milling Co., advertising Hecker's Buckwheat. Also 252 sheets from Liggett & Myers advertising Crimp Cigarettes. Also 500 one-sheets from the Hunter Medical Co., New York City advertising Nasolene. Also 60 eight sheet stands through the courtesy of Mr. Woodberry, advertising agent for Bendorff's Royal Dutch Cocoa, and from my local advertisers, I have received twenty-five hundred sheets of paper. So you see there are other "Pebbles on the Beach". Wishing all the readers of BILLBOARD a merry Christmas and a happy New Year. I am,
Respectfully yours,
E. J. MCINTYRE.

Shelbyville, Ind., Nov. 23, 1896.

To BILLBOARD ADVERTISING.

I have been requested to publish my ideas of constructing billboards, and if you see fit to publish the same it may save some brother bill posters much annoyance if they adopt my plans.

To make a perfect billboard use uprights of Oak 2x4, close enough together to insure firmness, let these into the ground far enough when set to be solid, then use 2x4 Hemlock or Pine for horizontal pieces, placing one line at the top, one line at the middle, and one line at the bottom. Now for the face, use the best grade of lumber, either ship-lap or tongue, and grooved, and before nailing in place paint each board on both sides and both edges with two good coats of paint. When dry nail the boards to place perpendicular, fitting the edges up close, then take Oak stakes, 3 feet long, made of 2x4, drive them in the ground opposite each, upright, leaving enough of the top above the ground to spike to. Then place a firm brace from each stake to each upright. When the whole is completed place on top a capping sufficient to protect the board from storms. If boards are built in this way there will be no necessity of paper for renewals as your paper will not even crack, much less come off. As a test I can exhibit an 8-sheet that I put up for Liggett & Myers over a year, and though the colors are badly faded the paper is unbroken and perfect. Of course, use good paste, use nothing but starch paste, and use it fresh and hot. This manner of building boards is a little more expensive, but it pays. If you don't believe it ask Sam W. Hoke, he knows what he is talking about and so do I from experience.

Respectfully yours,

T. F. CLAFFEE.

Advertising (?) Up-to-date.

For the benefit of advertisers who have the habit of furnishing the retail dealers with a bunch of advertising matter with each case they order, the following observation, which was noticed lately might not be amiss. While passing down the main street here, I noticed a box in front of a drug store with a sign "Take One. What do you think they were—booklets advertising Bryant's Root Beer. (Nice time to do it in, November.) If ever advertising matter was thrown away then this was a case. Of course the matter was sent in the early months of summer, but thrown aside until now. The druggist being too honest (?) to burn it, took that method to get rid of them. Did he get it? You bet, a troupe of school-boys passed by and the box was empty.

Another case.—It came under my observation to see, also, in a window of a stove store, a large basket full of small hand mirrors size about 3x2 inches, "Only One Cent Each" was the legend printed on the basket. Now, in another store I had occasion to buy a stove and noticed a small box containing some small mirrors. I asked the proprietor for one of them. Probably with a view of getting a customer, he replied: "you are welcome to the box if you wish." Not being of the lavish generation, I kindly took the box and on returning home found I had just 6 of them. They are now set in fancy figures in my *houder*. The back of these mirrors are printed with ads of a well-known stove. In the first case I found out that the proprietor has pasted his own labels over the first ad, and sells the mirrors which the manufacturer has given him to distribute to advertise his wares, at the magnificent rate of one cent. Now which is the most productive of results? the first case or in the second?

Mr. advertiser, comments are unnecessary. This is for your kind consideration. This is a frequent occurrence and should be stopped.

Manchester, N. H.

"FEDORA"

Nanticoke, Pa., Nov. 9th, 1896.
 Editor BILLBOARD ADVERTISING.

Gentlemen—We wish to inform you that our advertisers for bill posting honors in this vicinity, the Nanticoke Bill Posting Co., composed of W. H. Kleckner, have claimed and do claim that they own and control all the billboards in the city and vicinity, also that they have 3000 running feet of boards. We wish every advertiser and user of billboards would note that there is not 3000 running feet of boards in city and vicinity, they own and control two boards only, one is on a barn and neither are on street car lines which is an important factor in billboard advertising in this city. They charge lower rates than we do but their facilities are not large enough to handle any mercantile work.

Yours truly,
 LUDWIG & BUTKIEWICZ,
 City Bill Posters and Distributors.

Eureka, Cal., Nov. 15, 1896.
 DEAR BILLBOARD ADVERTISING.

We received the Thanksgiving numbers and to say they were unusually bright would be placing it mild. I take several trade journals, but none of them in their respective spheres yield the influence that follows in the wake of BILLBOARD ADVERTISING.

Now for the faith that is in me and love of justice let me take notice of your editorial and the complaint of Mr. M. D. Neild of Vallejo, and numerous other bill posters from the small towns on this coast concerning the Beeman Gum paper, ourselves included. This dissatisfaction reached the ears of the Geo. F. Eberhard Co., the Beeman representative on this coast. They wrote us explaining on account of the shortage of paper from the east, all supplies were cut down, but arrangements had been made for 1897 to enlarge the supply—we have satisfactorily handled their paper here and adjoining towns for two years, and always found the Geo. F. Eberhard Co., upright, honorable and prompt, gentlemen in every sense of the word, consequently we believe what they say. That they had a right to place their paper with one firm for distribution no one will question, for it saves them a great deal of bother. All advertisers in Humboldt Co. place their paper with us, we do the rest, saving their separate charges to several towns. To sum up, had the California Ad Sign Co., of San Francisco, made the explanation and shown us why they could not keep their promise all would have been well—they did not see fit to do this, hence the tempest in a tea pot. Moral—never condemn until warranted after investigating. Conclusion—Brothers in paste let us devote the interim until 1897 cleaning up our boards, putting a nail here and there, and when the paper arrives in 1897, cover up old animosities with bright, new, progressive ideas, resolving not to cause more than necessary worry to the firms for whom it is our duty to "stick up for."

Truly yours,
 A. A. KILLEN,
 Manager Eureka Adsigns Co.

Saginaw, E. S., Mich., Nov. 8, 1896.
 Editor of BILLBOARD ADVERTISING.

Dear Sir—I wish you would allow me a small space in your valuable paper to reply to an article published in a paper printed in Chicago, called the *Bill Poster*, reflecting on my character, written by one C. P. Sherman. It classes me "a bum bill poster," and says "that I only have four bill boards in this city." I wish to say that I am a member in good standing of the International Bill Posting Association, and that I own one thousand six hundred running feet of bill board, in this city and I have a contract with Mr. J. H. Davidson, Manager of Academy of Music, for three years, which he was forced to take away from the said C. P. Sherman, and give to me in order to have his paper posted. The article also says "Sherman is the only reliable bill poster in Saginaw." If this be so, why did Mr. Wheeler, the Michigan Central Railroad Agent take his work away from him and give it to me? I have lived in Saginaw thirty years and have posted bills for the past twenty years, and I have worked for Clay & Davidson for nearly three years and for Clay & Sherman for about six months, when I left their employ and started a bill posting plant of my own. When Mr. Sherman says he discharged me he says that which is not true for I have a letter from Mr. S. G. Clay, of the firm of Clay & Sherman, stating that I quit their employ on account of trouble with said Sherman and that they did not discharge me. The only

thing ails Sherman is that I am doing ninety per cent. of the bill posting in Saginaw, and will have the other ten per cent. before spring. I am getting association prices for my work. My motto is "good work for good pay." I give advertisers all they pay for, and if certain firms knew how their paper is being put up by said Sherman I don't think they would give him any more work to do.

Can a man belong to A. B. P. A. and the International Association at the same time? The reason I ask is that I belong to the International and so does Sherman, he also belongs to A. B. P. A., which he uses to fight me with. Please answer this question for me.

Yours respectfully,
 GEO. F. NETHERCOTT, Bill Poster.

There is nothing in the constitution and by-laws of either association which prevents a bill poster from belonging to both. This is especially true of the International which is designedly an "open" association. This is true also of the A. B. P. A., but this organization is dominated by an element which runs it on "close" association lines, but without authority of their constitution. [EDITOR.]

Waukegan, Ill., Nov. 25th, 1896.
 Editor BILLBOARD ADVERTISING.

Dear Sir—Enclosed please find clipping from *Chicago Daily News* of November 16th, 1896. You will find therein a picture of O. J. Gude, you will also notice that R. C. Campbell states that O. J. Gude of New York City, was there. This should be termed a false statement, they are trying to make country bill posters believe that O. J. Gude was in Chicago with them, but he was not.

As near as can be learned the nature of the meeting was to devise orders and means to raise money to pay up their indebtedness to the *Bill Poster*.

We have received claims of numerous complaints from our members stating that R. C. Campbell has sent them some paper, taking off his commission, and deducting various amounts for dues and back dues, for something they claim they are not members of and still the world moves merrily on.

We find it would be policy to call a meeting in the near future of the International Bill Posting Association's Executive Committee to convene in Cincinnati, O., January 5th to 8th, the showmen's meeting.

Warning.

To the members of the International Bill Posting Association and to Bill Posters in general at large

You are hereby notified that the firm of McAarty and Kusel, of Room 19 Ulich Block, Chicago, Ill., are indebted to the following persons: Arthur Frazine, Decorah, Ia., \$1.00; H. F. Sanger, Lyons, Ia., \$1.00; Chas. Sloppy, Clinton, Ia., \$2.00; J. J. Grille, Muscatine, Ia., \$1.00; J. S. McLoughlin, Adel, Ia., \$1.00; H. Forgraves, Perry, Ia., \$1.00; W. P. Demer, Fort Dodge, Ia., \$1.00; C. K. Ryder, DeWitt, Ia., \$1.00; E. D. Coates, Toledo, Ia., \$1.00; B. J. Green, Spencer, Ia., \$1.00; A. Crossar, Harlan, Ia., \$1.00; Frank Hilton, Ottawa, Ia., \$1.00; W. Warren, Red Oak, Ia., \$1.00; W. J. Harris, Webster City, Ia., \$1.00; Wm. O. Right, LeMars, Ia., \$1.00; I. G. Goodwin, Boone, Ia., \$1.00; W. H. Spencer, Newton, Ia., \$1.00; Chas. Kindt, Davenport, Ia., \$2.00; S. W. Delk, Osceola, Ia., \$1.00; Gibson & Gibbs, Knoxville, Ia., \$1.00; Clarence E. Runey, express, \$5.00; Total \$27.16.

Mr Kusel has been for several years until recently, head advertising department of Hamiltons Wizard Oil Co., and McAarty until recently was the advertising agent of the Schiller Theatre, and lately have consolidated themselves as commission brokers, while we have nothing at present time to note as their character, either way it would be well for you not to accept any work from them before they have settled with the above brothers: this work was done for them last September and should have been paid long ago. We are in hopes that the above will be settled prior to the next issue of BILLBOARD ADVERTISING, at which time it not the above matter will be given fuller publicity.

Yours truly,
 CLARENCE E. RUNEY, Sec.

Wales.

Cardiff, Wales, Oct. 15th, 1896.
 Editor BILLBOARD ADVERTISING.

Dear Sir—I thank you for the copy of your interesting journal *BILLBOARD ADVERTISING*, with which I am very pleased, and which is I am sure a great acquisition to the trade as it contains many valuable hints and ideas which are I trust appreciated by our brother bill posters across "the Herring Pond". I notice from your journal that you take up Sign Painting as well as Bill Posting, and that you let portions of your boardings for this purpose. This is very rarely done here, all the sign painting being done by the advertisers themselves on private positions acquired by them, the bill posters attending only to their boardings and to the bills which are required thereon. I see also that you have an International Association of Distributors, which must be a great inducement to large advertising firms who indulge in this method of advertising their wares, as it is practically a guarantee that their work is properly and thoroughly done. It is this lack of trust which deters many from following this form of advertisement here, and those who do enter into it generally employ their own men to travel around the country distributing from town to town as they go along. I think you may well be proud of your I. A. of D., and trust that it is a great and profitable advantage to you.

Enclosed you will find a list of our posting stations in this district, which includes Cardiff, Penarth, Dandoff, Ely, etc., and from it you will see that we possess nearly 115 stations, some of which are 150 feet long by 16 feet high. We have in all about 300,000 feet of posting space. Apart from our company there are three other bill posting firms in the town, the total number of boardings amounting to about 500, and for which we have to pay rent, rates and taxes and have to submit plans to the corporation (the governing body) before we can erect new ones, so you see we have not a "bed of roses to lie on."

The population of the town and suburbs is about 200,000 and the inhabitants are chiefly occupied in shipping (Cardiff being one of the second ports of the United Kingdom). Iron and steel works and business and other commercial enterprises.

I note that your scale of charges is regulated according to the population. Ours is regulated by the size of the bills, for instance: Double Crown bills, size 30x20 inches, are charged at the rate of 1d per sheet per week; Double Deuce bills, size 35x27½ inches, 1½d per sheet per week, and Double Royal, size 40x25 inches are two-pence per sheet per week. These prices and sizes form the basis of our calculation, of course if the bill is a six-sheet D. C., we charge 6d per bill per week and "pro rata."

We have just finished a very successful season and my letter would not be complete were I not to inform you of the grand Fine Art Industrial and Maritime Exhibition now being held in Cardiff. It was opened in May last and will close about the first of November. It has been a great novelty and success. I do not think there is any more news at present except that I must apologize for not writing to you ere this, which I should have done, had I time, but we have been so busy this last few weeks that I have been unable to write you before.

Trusting all our friends on the other side have had a successful season and that there are many more to come, and wishing them one and all a Merry Xmas and a Happy and Prosperous New Year, I remain Fraternally yours,
 ARTHUR GILBERT.

Ireland.

Belfast, Oct. 25th, 1896.
 Editor BILLBOARD ADVERTISING.

Dear Sir—I regret to say that your letter of 11th Inst., has been overlooked in consequence of my absence from Belfast.

This company which commenced business here in the year 1887, has made very rapid strides, and I am pleased to say still continues to do so. When we commenced operations there were only about fifteen properly constructed stations in the city, we have now about one hundred and thirty stations some of which are capable of exhibiting fifteen hundred D. C. sheets. About three years after our formation we took over the Bill posting business in Londonderry, and in that city we have seventy-five well constructed stations all of which are in leading thorough-

fares. We next added on to our list Coleraine then Portrush and Strabane and afterwards we launched out in the Metropolis "Dublin" where we now have over one hundred and twenty stations, but before you receive this we trust to have completed another twelve stations which are in course of erection.

We enclose you a cutting from the leading evening paper here:

The Irish Bill-Posting Company.

A list of the stations of the Irish Bill-Posting Company, most attractively and usefully got up in pamphlet form, has just reached us, and we have great pleasure in commending it to the careful attention of the advertising public. The business has developed to so great an extent that the company now operates in most of the important centres of Ireland. In Dublin, in our own city, Londonderry, and Coleraine, not to speak of many smaller places, such as Portrush, Larne, Strabane, &c., the company has established branches, having acquired in a very large degree a monopoly of the business, which they wisely do not abuse. The form and superficial area of the mural decoration have been increased enormously, and in very many instances graceful design and harmony of colour have taken the place of the old-fashioned, distasteful, and often obnoxious posters by which advertisers formerly sought to catch the eye of the public. For all this Mr. J. O. Rogers, who manages with great efficiency the affairs of the company, is primarily responsible. The interests of not less than five companies are included in the property of the Irish Bill-Posting Company—those of Jas. Dillon, Dublin; the Belfast and North of Ireland Advertising Co., Belfast; the North of Ireland Advertising Co., Londonderry; the City of Derry Advertising Company, Londonderry; the North of Ireland Advertising Company, Coleraine, &c. In Dublin the offices are situate at 150 Great Britain Street; in Belfast at 22 William Street South; in Londonderry at 5 Richmond Street; and in Coleraine at 1 Bridge Street. Altogether, there in the metropolis, Belfast, and the other towns over 430 stations owned by this enterprising concern, and the greatest care is taken to have them all kept in a neat and clean condition, the result being in many instances that they resemble more large picture galleries than what we are used to call Bill-posting Hoardings. With the revolution of the old system of display advertising, when the old, unvarying black-linked poster which used to adorn the dead walls of our towns and cities had to give way to the artistic lithographic production, which now meet the eye, it was imperative that very considerable expense should be gone to in order that the wants of the businessman should be met. That expense has been cheerfully borne by the Irish Bill-Posting Company, and we are pleased to think that their efforts to cater for the requirements of the public are meeting with a fair measure of success. What the future may bring forth it is easy to guess. Under the able management of Mr. Rogers, we do not doubt that the company's career of usefulness will steadily advance to benefit the advertising community as well as the people who at present own the extensive property.—*Belfast Evening Telegraph*.

We would be to modest to say as much about ourselves as the writer of this article seems to think of us, but as he has written it and if you care to publish it, we would not possibly object to see it appearing in your splendidly conducted journal.

I do not think it would be of much interest to your readers for me to give in detail the system we adopt in carrying on our business, as we are led to believe over here that on your side of the Atlantic you are so very go ahead that your readers might be inclined to say, "these people are far behind the times, they ought to come over here and get a lesson in the business". Still at the same time we get along very nicely and get plenty of work to do, keep our contracts fully posted and all posters in good order so that we are never in doubt as to the benefit to be derived by our clients in employing us and the certainty of their doing so again.

We are constantly on the look out for new positions on which to erect new stations and never refuse any sites that may be offered to us for this purpose.

Amongst the many printers whose work we have to post we receive not a few executed in America, as also from all the leading firms in Great Britain, but by far the largest number bear the imprint of a local firm whose work is now to be seen on the hoardings of almost every town in the world where they are sufficiently advanced in civilization to have bill posting stations erected. I refer to Messrs. David Allen & Sons, whose magnificent works are a credit to the city and whose artistic work tend in no small degree to beautify our stations.

I will close this perhaps too long epistle by extending to brother bill posters on your side of the "Pond" a hearty greeting and wish you and them a very merry Christmas and a happy and prosperous New Year.

Yours sincerely,
 J. O. ROGERS, Manager of
 THE IRISH BILL POSTING COMPANY.

South Africa.

Cape Town, S. A., Oct. 14th, 1896.
Editor BILLBOARD ADVERTISING.

Dear Sir:—We apologize for failing before this to send you our subscription to BILLBOARD ADVERTISING. We now enclose you P. O. O. for \$1.50 and hope to receive it regularly.

Wishing you and the craft throughout the world a merry Christmas and a happy New Year. We beg to remain,

Yours truly,

E. G. GLASS,

South African Advertising Co.

P. S. In addressing wrappers in future, address E. G. Glass, Box 416, Cape Town, South Africa.

London, W. C., Nov. 13th, 1896.

England.

Editor BILLBOARD ADVERTISING.

Dear Sir:—I am obliged for your invitation to write you a note for your Christmas number. May I first of all be allowed to congratulate you on your energy and enterprise and the high position which your journal has taken. I suppose that what you want your readers to hear about more particularly is the position of the craft at the present time in the United Kingdom. I may say that unquestionably it never stood so high as it does at the present time. Capital and talent have been drawn into business during the last decade with an ever increasing ratio.

Additional facilities for the display of posters have been given in every large town in the Kingdom, and money is being found in many of the smaller towns and villages for the provision of hoardings and locations for poster display. Side by side with the provision of those facilities we have the increase in the number of commercial advertisers and the volume of work they are sending out. The past summer season has been the most prolific of new advertisers in the field of poster display that we have ever known in this country. The style and character of the posters also shows a great improvement every year. A couple or three years ago there was a great outcry against the so called "Indecency" of some of the posters on our hoardings. The bills advertising "Zeeo" an artist performing at the Royal Aquarium, London, were specially singled out for condemnation, and the agitation against them had the effect of drawing such special attention to the lady's performances that the receipts at that place of entertainment were enormously increased thereby. The bill posters never felt that there was very much reason for the agitation against these so called "Indecent" posters, but recognizing the strength and volume of it, they decided that they would as far as possible remove all possible ground of complaint, and on the initiative of Mr. Walter Hill of this city, they formed a Censorship Committee, consisting of representatives of the leading London firms, and any bill at all doubtful in its character which any firm received to post on its hoardings, was submitted to this committee. In some half dozen cases the committee took action, sometimes they condemned the bill, in other cases they suggested alterations; and the trade in London and throughout the country loyally abiding by the decision of the committee declined to post any condemned bill after notice had been sent to them. One bill so condemned was issued by a newspaper in illustration of its serial story, and the action of the committee brought from the particular paper the most hostile criticism of bill posters in general and the Censorship Committee in particular, as well as the loss of that paper's patronage. Other cases there were in which hostility to the decisions of the committee was bitter and pronounced, but the bill poster standing firm and loyal to each other the condemned bill had to be destroyed or amended, and the consequence is that no poster artist will now design a bill which is at all likely to be condemned by the Censorship Committee and no poster printer will print it, and the work of the committee is practically done; the universal testimony, even of purists and faddists, being to the effect that the "objectionable" poster has disappeared. The poster has consequently more friends and fewer enemies than at any previous period of its history. The value of this work it is difficult to over-estimate, and I have therefore dwelt upon it at some length, for I believe it accounts in a large degree for the excellent position the poster occupies in this country at the present time, and for the prospects of its future usefulness and indefinite expansion.

I should perhaps say that we have in existence here a Society for checking the abuses of Public

Advertising. It has a very energetic and efficient Honorable Secretary and a Council containing the names of men of great position and influence, but their efforts are directed more against the increase of painted boards in the fields and rural places, than against legitimate bill posting in the large Centres of population. They have a bill before the Legislature designed to this end, they also advocate a tax on advertisements, and the "boycott" of articles "offensively advertised". At present they have not accomplished anything, still they are a factor not to be despised in the developments of the future.

All bill posting stations are taxed both for Imperial and Municipal purposes, but the tax is levied on the owner of the site who receives the rent from the bill poster, and not directly on the bill poster himself, although many of our people to prevent their landlords from being troubled in the matter pay the tax as they know full well that eventually it falls upon them in the shape of an increase of rent.

With greeting from the members of our Association to the English speaking members of the craft in every part of the world where your December issue penetrates. I remain,

Yours very truly,

J. J. BENNELL,

Secretary United Bill Posters Association.

Centralia, Ill., Nov. 23, 1896.

BILLBOARD ADVERTISING:

We have posted during last month 10 8-sheets, Star Tobacco; 100 sheets, Collins Bros. Med. Co.; 50 3-sheets for a whale show; 53 sheets of paper for Reid's Players. We think the coming season will be the largest we ever had.

Respectfully,

CRITTENDEN & CO.

Staunton, W. Va., Oct. 17, 1896.

W. H. STEINBRENNER,

Dear Sir—I am a member of the National Distributors' Association, of Philadelphia. Mr. Congden is the head and tail of it. I will tell you how he done me. Some time last Spring, he wrote me saying he had closed a contract for 1,000,000 booklets, to be distributed by the members at forty cents a thousand, and sent me 20,000. He said this was a trial order, and if we would put them out at forty cents we would get better prices hereafter. You know no one can put out circulars or booklets at forty cents a thousand; but to build up a trade, I put them out in Staunton and county from house to house. I thought they would pay. It cost me \$11.28 to have them put out; as soon as they were out, I wrote Mr. C and asked him to remit the \$8, stating the good work we have done for him; in fact, I was proud of the good service I had given him, and of course, looked for my hard earned \$8.00 on the next mail; but instead of the \$8.00 I received a short snappy letter, saying, that if I had done the work at all, it was done in the most careless manner, and that no results have come from my work, and of course I'd get no pay. Now, mind you, there had not been time enough when I wrote him for to tell anything about the results of my work, but he run such a bluff on me that I never answered his mean letter, until about a week ago I wrote him and asked him if he expected to pay for the work; and as yet have not heard from him and maybe never will. Will be glad to hear from you.

Yours respectfully,

S. H. BELL.

San Francisco, Cal., Nov. 13, 1896.

BILLBOARD ADVERTISING CO.

Dear Sir—We notice an article published in your Nov. 1st issue in reference to our posters on the Pacific Coast. As the statement is misleading and not true, we take the liberty of writing you to correct it.

The facts are that this year we have been handling part of our Pacific Coast paper through the California Ad-Signs Co. They have no control of the matter whatever, but have placed such amount of paper, as directed by us, throughout the State of California, and after our delivering the posters to them, they called twice and reduced the amount we had given them for San Francisco and Los Angeles showing, so as to at least get some showing in most of the small towns, so at present we only have 25 28-sheet stands here in San Francisco, making 700 sheets and no 3-sheets, while heretofore we have had 60 28-sheet stands in San Francisco and 300 3-sheet stands, making 2580 sheets.

This makes our present showing in San Francisco about one-fourth what it formerly was,

while our showing in Oakland, Los Angeles and Sacramento, is about the same as it has been in past years. In the smaller towns to divide the paper up, it has in some cases been a little less, as the total amount of paper for the Coast has been much less than in former years, so we have had comparatively no showing in Utah and Montana this year, so we conclude that the many complaints that have reached you are deliberate misrepresentations, as a number of these posters have called upon us personally and complimented us on the change, as it has facilitated matters. If the statement made on page 5 by Mr. Neild is a sample, let us here state that his statement is not true; he has never received from us 200 sheets every 60 days, and the 50 sheets consigned to him is all the little town, he is located in, warrants.

The writer has traveled over the Pacific Coast regularly for the past eight years and we think we know what we are talking about as to the amount of paper for each city.

While we are under no obligations to the California Ad-Signs Co., or any other posters, and have always paid our bills promptly, we wish to give the California Ad-Signs Co. credit for being square people and doing just as they agree to. When we deliver them 25 28-sheet stands for this city and they render us a bill for 23, they charge us for just what they do and we find the paper at the locations as given. This is more than we can say for the average bill poster on the Pacific Coast, and these wild statements like Mr. Neild's, who puts himself on paper, has done more to hurt the average poster than anything we know of, and this manner of doing business by many of the posters on the Coast led us to do our California business through the California Ad-Signs Co., and so far we have received a much better showing than we have had in the past five years. We remain

Yours respectfully,
THE GEO. F. EBERHARD CO.

San Francisco, Nov. 30, 1896.

Manager BILLBOARD ADVERTISING.

Dear Sir—In the last issue of BILLBOARD ADVERTISING was printed a short article reflecting upon the California Ad-Signs Co. in respect to their country bill posting department. There was also a letter received from Mr. Neild, of Vallejo, concerning the Beeman Gumm posting. The letter and article mentioned, as much as said that the California Ad-Signs Co. was "hogging it," so far as California bill posting was concerned. We enclose a letter from Mr. Geo. F. Eberhard, the Pacific Coast agent for Beeman Gumm, which will prove that Mr. Neild's statements are without foundation in truth. We ask you to publish the same or a synopsis. As to the policy of the California Ad-Signs Co. concerning Coast bill posters, we have this to say: We are the first company in San Francisco to try to get business for the country bill posters on a fair and business like basis. We have done so because we believe we can stimulate bill posting, not only throughout the Coast, but also in San Francisco, by furnishing facilities to advertisers for doing widespread, thorough and effective advertising throughout the Pacific Coast by means of billboards. We have already succeeded in interesting several large advertisers in the proposition, and the bill posters throughout the Coast have received more new business from us than they have received before in twenty years from any company that ever existed in this city. What we have done we do not claim to have done through motives of philanthropy, but for strictly business reasons. We have introduced to the public through the medium of bill posting, Aunt Jemima Pancake Flour, Wool Soap, Mexomoka Coffee, No-To-Bac, Rex Pepsin Gumm, and several other articles handled by responsible business houses. This department has been in operation only a few months, and of course we have not been able to flood the Coast with posters, but we are making gratifying

headway, and expect before long to have more work from large San Francisco business houses. Of course we have to meet the views of the advertisers as to where the bills are to be placed and as to quantity, but we give the advertiser the benefit of our knowledge as to the proper distribution and quantity. Necessarily we have had to adopt methods which would satisfy the advertiser that he was receiving faithful service. We ask, from the bill posters, notice when paper is posted, and, where the advertiser requires it, insist on having vouchers signed at the end of a showing by his representatives in the various cities and towns to the effect that proper service has been rendered. Of course where bill posters are so short-sighted as not to be willing to render proper service and furnish vouchers to that effect, we will refuse to do business with them, as we must satisfy the advertiser that he gets the work which he pays for. Are we not right? The Coast has been handicapped for a long time because advertisers were not satisfied. We want to build up business. We are glad to say that most bill posters throughout the Coast have cooperated with us in this work, and only a few have acted unreasonably, like Mr. Neild. If the bill posters will meet us on a fair basis, we know that they will profit by it. As you will see by Mr. Eberhard's letter, in the case of Beeman Gumm, the reason less paper was sent than formerly was on account of the desire of that Company to reach more towns and their not having sufficient paper on hand to do it as thoroughly as they could wish. But the showing in San Francisco has been reduced in greater proportion than in the country towns.

We do not desire puffs, but in view of the fact that you have, unwittingly, no doubt, and through misrepresentations of others, done an injustice, we ask you in fairness and kindness set us right in this matter.

If we ask too much, please let us know what you will charge to publish this letter, together with the Eberhard letter.

We are, very truly yours for correct methods and increased business.

CALIFORNIA AD-SIGNS CO.

J. H. SIMPSON.

When BILLBOARD errs no one is ever more ready, more willing, more anxious to make amends. It costs nothing to obtain a hearing at our hands. Even those who differ with us, and whom we believe to be wrong always have, and always will find our space at their command. In this instance, we have great pleasure in stating that the country bill posters on the Coast have been laboring under a misapprehension of the real facts in the case, and that the California Ad-Signs Co. have not only treated them fairly but as liberally as they possibly could under the circumstances.

(EDITOR.)

We believe that all advertising that is intelligently placed is good. But the field is large, too large for any one journal to cover it thoroughly and do justice to each and every branch. We have picked out four divisions, which we feel are not only the best of all media, but indispensable to the advertiser. These are bill posting, sign painting, distributing and exhibiting.

Posters are not only prompt in the matter of returns, they are almost instantaneous.

... Established 1889 ...

Vansyckle Advertising Co.

Distributing, Sampling,

Sign Tacking, Etc. . . .

South Illinois Street. (Opp. Grand Hotel),

Indianapolis, Ind.



G. W. VANSYCKLE, Manager.

Members International Association of Distributors.

THE DONALDSON LITHO. CO.

Has the largest line of Stock Commercial Posters in the world. Not a week passes but what we add a new and salable design to our list. We now have, by actual count,

382 BILL POSTERS

Who sell our Posters, and act as our Sole Agents in their respective cities. We pay them a handsome commission on all orders they send us, and we give them the exclusive sale of our wares in the town or city in which they are located.

WE WANT MORE AGENTS

That is, we want more bill posters to represent us in that capacity. It will pay YOU to read this advertisement carefully.

HOW TO GET THERE.



NO. 515. FOR NEWSPAPER.

WRITE US FOR a Sample of this Poster. We will send you one post-paid, Free of Charge. Then do you take it to the business manager of any newspaper in your town or city, show it to him, and tell him that little, convincing, undeniable story of how posters reach the masses, how they speak to all the people all day long, and how they keep on speaking, tirelessly, incessantly, week in and week out. Then quote the prices and - send us the order.

It is really a fact. There are actually three hundred and eighty-two bill posters acting as our agents in various cities throughout the country. Some are in cities and some in real small towns, but they all sell a big number of posters every month. We pay them, in commissions, all the way from a few dollars up to one hundred and fifty dollars a month. That is, we pay that on the average. Some few average higher, especially those who are located in live, bustling cities. Occasionally, too, a bill poster in a small town will have an exceptionally good month, and earn over two hundred dollars. This is in commissions alone. Of course he profits also by the posting, and his income from this source is correspondingly increased. It will pay every bill poster who has not yet attempted it, to give it a trial. Do not be deterred by the idea that your local merchants are not enterprising, or the fear that you do not possess the qualifications of a salesman. Our posters are so pertinent, applicable, and splendidly executed, that they sell at sight. You have only to show them and quote the price. The design does the rest. You are under no necessity of making arguments. The posters, to all intents and purposes, actually sell themselves. After you have succeeded in getting one or two merchants on the boards, it is surprising how easily others may be induced to try them. Then too, you may safely estimate that at least one out of every five that tries them will become a steady patron; that is, he will keep paper up the year round, or at least throughout his entire season.

A customer of this kind is worth more than an opera house.

In this connection, a bill poster (and he was not living in a very large town, either) recently wrote us as follows: "Before I tried to sell your paper I had no idea that I could be a successful salesman. I had only the opera house, Liggett & Myers, and now a then a few auction bills or tax posters, with an occasional circus. I could scarcely make both ends meet, so I had to do something. I procured your samples and set out to make a tour of the stores. My success was very poor at the beginning, but I finally succeeded in getting a few started, and I now have eleven firms who are steady customers. They pay me seven cents a sheet per month, while I only get two cents per week from the opera house. My boards are full, and I am building new ones all the time."

That bill poster does not have to solicit his trade now. It comes to him. Merchants consult him on all points and questions. They call on *him* these days. And he has got such a firm hold on that town, that no opposition can ever get a foothold in it.

We want to hear from bill posters. We want to show you how you can make money. Write us and we will send you samples free of charge, together with our Catalogue, Price List, and a letter of instructions, giving valuable pointers and ingenious devices that will prove of great advantage.

Write now. It will only cost you the two cent stamp it takes to mail your letter. It may be the means of increasing your income over a thousand a year.

NOTICE.—Any Agent of ours who does not receive from us at least three or four new samples a month is not properly registered on our mailing list, and should write us at once.

We handle Posters for every conceivable purpose under the sun, from Wrestling Matches to Oyster Suppers, from Amateur Entertainments to Excursions. Our new Catalogue describes them all. Sent free to applicants who mention in what paper they saw this advertisement. Address,

THE DONALDSON LITHO. CO., Cincinnati.

LONDON OFFICE: 46 Chandos St., Charing Cross.



"Signs up to date," a superb article in the October and November numbers of *Painting and Decorating* is well worth reading. Twenty cents per copy, address Trade News Pub. Co., 247 Broadway, New York.

Half round or oval mixing sticks are preferable, in mixing paint or color, to the flat ones or and kind that's handy so long as it is a stick. Lumpy color responds quicker to an oval stick than to a flat one. Fact!

One doesn't wish to drop the varnish cups into the lye vat every night. Nor is it necessary. Take an old varnish brush that is too well worn to be longer of use as a varnish spreader, and putting turps into the cup at the conclusion of the work, proceed with the old brush to loosen up the gummy and resinous accumulations. Turps and a stubby varnish brush form a magic combination for cleaning varnish cups. To be sure, when the caps become clogged up a bit too much, drop them into the lye vat and save time.

Many of the complaints which painters have been wont to make about their white lead and other pigments that they use should have been charged to the turpentine; or, rather, to that material which these painters may have supposed to be turpentine, but which really was a mixture of that useful oil with petroleum in one form or other. Of course, the salesman who so confidently let the painter into a good thing when he sold him absolutely pure turpentine at prices slightly below the market quotations, had some fairy tale to explain just how his firm was able to do this thing, and gave never a hint that the material was not the purest of the pure. Sometimes, indeed, no concession was made in the matter of price, since it was well known that most painters, no matter how much they have heard or read about these little tricks in the matter of adulteration that have been practiced on them, seldom or never test for themselves the quality of the goods they buy, and make cheapness their only standard in making their purchases. Not quality, but price, seems to be the motto of many a painter, not only in buying materials, but also in his dealings with his customers. Now, would it not be better in the end to pay a fair price for what materials are needed, and then to insist that they be delivered exactly as represented? If a painter wants a mixture of petroleum and turps it is cheaper for him to make it himself than to buy it for pure turpentine, even at a slightly shaved price. Whether it is advisable for any painter who desires to keep up a reputation for good work to use any such mix-

tures is another story. The detection of ordinary impurities in turpentine is such an easy matter that the painter who allows himself to be cheated has only himself to blame. There is too much taking things for granted in the painting business, and too many painters never examine the goods they buy to see that they get what they pay for. To buy pigments, oils and varnishes from reliable firms and pay fair prices for them is a good rule, but a still better one is to thoroughly and carefully test all material that is bought, no matter what the reputation of the house that has sold it. Sometimes unintentional mistakes occur even in houses that intend to deal honestly, and inferior goods are sent out through some mistake on the part of a shipping clerk. To carefully test every invoice is the painter's only safeguard, and the painter who does not adopt this plan proclaims at once that he is a poor business man.

DENTAL FIGURE SIGNS.

If statistics of illustrative signs should be taken in New York, it is probable that the one found to predominate would be that showing some kind of a representation of the human tooth. They are to be seen everywhere and in all sizes and conditions. Usually the favorite method of advertising in this way seems to be with a gilt tooth in varying degrees of magnitude. Sometimes they are placed firmly in position, sometimes they sway in the breeze, and again the fact that the tooth or the tooth doctor is American is made plain by the figure of a spread eagle with the tooth suspended in his bill. A Fourteenth Street dentist has a more unpleasant advertisement at the front entrance to his establishment in a small glass case half full of genuine teeth, which presumably he has extracted. The sign of the automatic jaws—two sets of teeth which are made to open and shut apparently without rhyme or reason before the public gaze—is unpleasantly familiar. This sign has reference to the more mechanical work of dentistry. But all these signs, which would appear to indicate that the people of the city were interested in nothing so much as in having their teeth extracted and replaced, are contradicted by the best dentists of the city, though people as a rule associate a dentist's office with the unpleasant thought of having a tooth pulled.—*New York Times*.

A QUEER SIGN.

One of the peculiar business signs in this city is in front of a store on East Eighty-fourth Street. It is triangular and hangs well out over the stoop space between the building line and the sidewalk. Looking at it from either side, the

wayfarer sees this inscription in big white letters:

SON-IN-LAW & BROTHER
OF THE
DISEASED DANIEL P. BOSWORTH.

When one gets fairly in front of the sign there can be seen a very small board perched upon the apex of the triangle, which reads:

NOT SUCCESSORS
TO THE LATE
DANIEL P. BOSWORTH.

A reporter was looking at the sign the other day, when an elderly man who belonged on the block came up, and smiling, said:

"What does it mean?" asked the reporter.

"Why, you see, its existence came about in this way: Daniel P. Bosworth kept a store for the sale of the same sort of goods a little further down the street. He sold out, and then he died. His son-in-law and his brother opened this store, and there was a dispute about their right to use Bosworth's name. They put up a sign at first, which the other man objected

to, and so they had this one made. We are wondering now how the other man will like this one."—*New York Sun*.

Personal Mention.

A. W. Millard, Jr., and Clarence Fagg, are doing business under the name of the A. W. Millard Co., at 40 Bond St., New York. They were formerly associated with Tucker Bros.

Henry C. Crosby, Romaine Building, Paterson, N. J., makes a specialty of advertising signs.—The Asbury Glass Sign Co., of New York, have subscribed for *BILLBOARD*—Frank Paine, of Boise City, Idaho, is managing Boise Stock Dramatic Co., an amateur organization of that city.—Walter J. Horn, the bill poster at Springfield, Ill., was a sign painter before he became a bill poster. He has painted signs all over Illinois in his time.—The R. J. Gunning Co. advise us that business is looking up and that the outlook promises well.—Seibe & Green in San Francisco, have the best locations in the city.—J. H. La Tour & Co., of New York, have a singularly fine trade considering the dull times.

E. A. Campbell, 17 Park St., Bangor, Me., paints all the ad-signs in and around Bangor.—The Michigan Adv. Sign Co., of Detroit, and Walker, the city bill poster of that city get along splendidly. They play into one another's hands and help each other in a variety of ways. Both are eminently sensible.

The Past and the Future



THE way to look into the future is to look backward. History repeats itself.

If you want to know what a man can do, find out what he has done.

If you want to know what kind of advertisements, circulars, booklets, catalogues and posters we can make, write and ask for samples of what we have done for others. We are saying freely and boldly that our work is more distinguished—it is better—it is more attractive than that of any other advertisement writers and illustrators in the world. Maybe that is pretty hard for you to believe, but facts are stubborn. They stick.

Write to us when you want your advertising to be better than other people's advertising.

MOSES & HELM,

111 Nassau Street, New York.

C. DAN HELM, Artist.

BERT M. MOSES, Writer.



Send in your dates. Send them now.

Cook's Fair Ground Hippodrome is wintering at Peru, Ind.

Will Hanner, the aeronaut will spend the winter at Cincinnati.

Geo. D. McGuire, Delaware, O., furnishes special attractions for fairs.

Jewell Bros., the aeronauts, may be addressed at Trenton, N. J., during the winter.

The permanent address of Grinley's Balloon Co., Aerial Circus and Fair Ground Hippodrome, is Carbon, Ind. Mr. T. F. Grinley is manager, he will make Carbon his home until next summer.

Special Offer.

To any person who will send us the name of a fair whose date did not appear in our June, July, August, September or October issues we will present a year's subscription free of charge.

Japan has appointed a commission and voted \$50,000 for an exhibition of Japanese products at the Paris exposition in 1900. Ohio has provided for a commission but voted nothing for an exhibition of Ohio products at the Tennessee centennial next year. It looks as though the Yankees of the Orient could already give those of the Occident lessons in the art of advertising.

The agricultural fair of to day finds that in order to be "in line" it must include bicycle races as well as horse races. The Dodge County (Neb.) Fair has lost money for years. This fall they devoted the best day to bicycle racing, giving \$500 worth of prizes, and even though "times" were hard, they came out ahead. Many other fairs have adopted this modern form of amusement in place of the horse race, and in all cases the result has shown on the "good" side of the ledger.

It's a long time yet until the opening of the fair season of 1897, but already the artists are at work on the posters in the mammoth establishment of The Donaldson Litho. Co. Horse races find much favor, but the bicycle race bids fair to be more popular. A new race will be that of the horseless carriage. There are also posters for sack races, bicycle races, obstacle races, barrel races, etc., all of which bid fair to be quite popular. Poultry shows, dog shows, and pure food exhibits also promise to find much favor, if we may judge from the posters.

Dates Fixed.

Dates for fairs in 1897 in 11 states have been fixed at the meeting of the American Association of State Fairs and Expositions. The officers elected are as follows: R. W. Furniss of Nebraska, President; A. F. Lovejoy, of Illinois, Vice President; Thomas J. Fleming, of Wisconsin, Secretary and A. M. Leggitt, of Minnesota, Treasurer.

The dates fixed are as follows: New York, August 23 to 28; Ohio, August 30 to September 4; Michigan and Minnesota, September 6 to 11; Indiana and Iowa, September 13 to 18.

There is no town so small, but that it has a swell clique, who are a little better, (or think they are,) than their neighbors. This faction are always willing to pay liberally for an opportunity to air their vanity. Many fair associations have taken advantage of this fact, in the practical way of converting the front row or two of seats in their grand stand, into opera boxes, so to speak, which they rent to the "four hundred" at a good round price. Wherever these private boxes have been tried, they are a great success. The idea is an old one, but it is not in as general use as it should be.

To show how popular these grand stand opera boxes are, it is only necessary to state that, at Springfield all the boxes are rented already, for the state fair of 1897.

In view of the article appearing in the October issue regarding the value of advertising at fairs, the following letter

written by James Michelstetter, a veteran at fair advertising will be of interest.

It might be well to state in this connection that Mr. Michelstetter's stand is one of the most popular at every fair he attends.

Milwaukee, Wis., Oct. 17th, 1896.
ARTHUR BABBITT, Esq.
Editor of Fair Department,

BILLBOARD ADVERTISING.

Dear Sir:—As a man who has had large experience in advertising at fairs, I think, I am qualified to judge of the best kind of advertising, I want to say that nothing pays better than judicious advertising at fairs. For some months I have been handling the Atlas Flour made by Bernhard Stern & Son, of Milwaukee, and have advertised it chiefly through fairs. It is an excellent article, always taking premiums at the fairs, and therefore in a way advertises itself.

But it is necessary of course to call people's attention to it before its merits can be learned. The method I pursue is to cook biscuits on the spot and distribute them to the people free. I also give them a small souvenir in the shape of a little badge or something of that kind, and I have had very good results always. I have tried it at County Fairs, State Fairs and Expositions, always with the same result.

I believe it to be the only successful way of reaching the consumer. By my method the Atlas brand which I took hold of only four months ago has been made a leading brand. I am a firm believer in the right kind of advertising at fairs, and if there is anybody who does not make it pay it is because they do not take the right method. I am the originator of this mode advertising at State and County Fairs as well as stores. I have found it the most successful, and I remain,

Truly yours,

JAS. MICHELSTETTER,
625 Fredrick Street,
Milwaukee, Wis.

The following press notice, clipped from a local country paper, shows the value of fair advertising when properly handled:

BERNHARD STERN & SON.

One of the most unique exhibits at the Fair was that of the above named firm, of Milwaukee, millers of the celebrated Atlas flour. A large stand in the south end of Floral hall was equipped with a gasoline stove and light baking utensils, and the most delicious biscuit were baked, buttered and handed out to the passing crowds. The exhibit was in charge of Mr. Jas. Michelstetter, and attracted a large amount of attention, and cannot fail to bring the Atlas flour before the people of Walworth County in such a manner as to create a large demand for it.

Otto Balbach, the Elkhorn baker, whose bread has become so popular, used Atlas flour exclusively, and P. S. Wiswell sells it.

The *Printers' Ink* has the following to say:

"At the American Institute Fair, and other fairs in New York, the same advertisers exhibit year after year. This appears to indicate that the advertising is profitable. The casual observer who attends these exhibitions finds it difficult, however, to believe that they produce any trade. He notes that the public comes for entertainment rather than for exposition, and that the inmates of the booths are not often called upon to explain the merits of their wares. *Printers' Ink* would be pleased to learn from advertisers who exhibit at local fairs, whether there is any result, direct or indirect, from the expenditure."

Carbon, Ind., Nov. 27, 1896.

EDITOR BILLBOARD ADVERTISING.

DEAR SIR—I see by the BILLBOARD of September that Thos. F. Grinley and William Schram were the claimants against the New Lexington, Ohio, Fair for money. I wish to make a little correction in that article. I was the only aeronaut there doing work for the association, and if there was any kick coming I was the one to make a kick. I work under my own heading and don't need any body to help my business in the way of giving themselves notoriety at my expense. They did the inside work for me and got their money for the same. The Association did the best they could for me at the time and I have confidence that everything will be all right, as Mr. Curran, the Secretary of the fair, treated me like a gentleman in every respect.

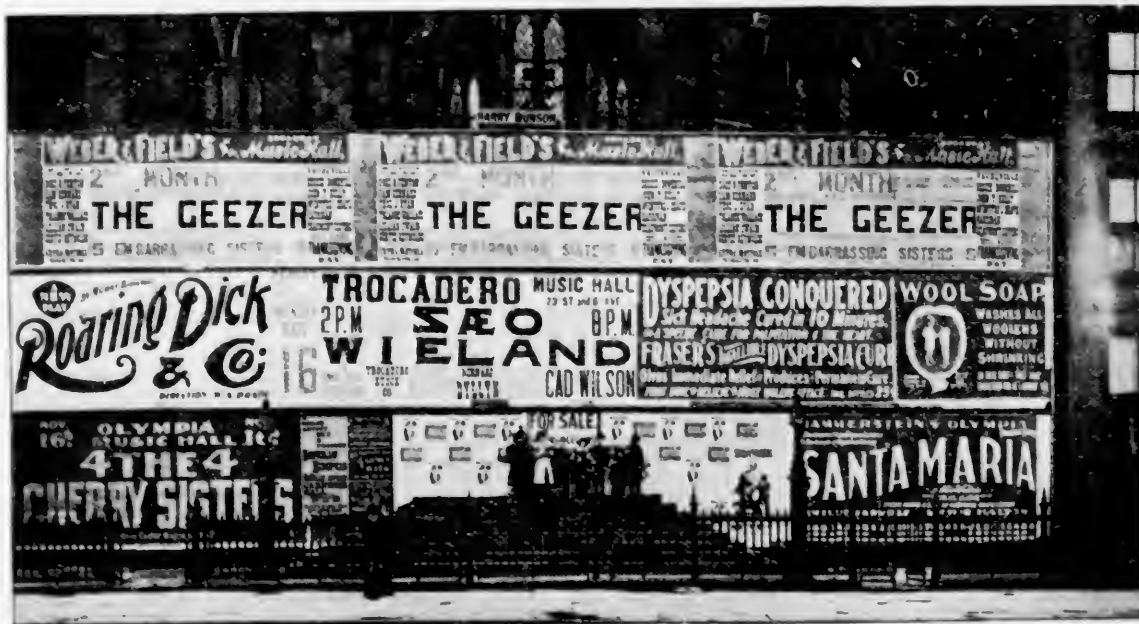
Yours truly,

PROF. T. F. GRINLEY, Aeronaut.

Advertising Managers for State Fairs.

There seems to be a general impression abroad that one of the best investments the managers of our State fair could make would be to employ a first-class advertising man. What we mean by first-class, is a man who could command a salary of not less than three thousand dollars a year. Such a man would be the best investment the fair managers ever made. He could so increase the receipts as to make the biggest kind of a profit on himself for the fair, and would no doubt be a paying investment all around. There is not a business enterprise in this country of half the magnitude of the fair that would think of attempting to do business without such a man. All business houses consider their advertising man the most valuable employee they have, and if he is the right kind of a man he gets the largest salary paid any employee.

There is an opening as wide as a crocodile's mouth for a first-class advertising man to take charge of the publicity end of the State fair, and make of it a success so great that the necessity for passing the hat would never again become apparent.—*Des Moines Saturday Review.*



Harry Munson's Giant Triple Decker, opposite Koster & Bial's, New York City.



IF YOU WANT
The Best Billboards
The Best Locations
The Best Results

CHICAGO



SEND YOUR PAPER

CHICAGO BILL BOARD

(MEMBERS OF THE INTERNATIONAL BILLBOARD ASSOCIATION)

395-397 W. HARRISON ST.,
CHICAGO, ILLS.

Telephone Main 4637.

P. F. SCHAEFER, Mgr.



GENERAL
OUTDOOR
ADVERTISERS.

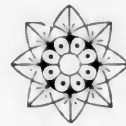
ALL CONTRACTS
RECEIVE
PROMPT
ATTENTION.



YOU WANT
Billboards,
Locations,
the Best Service in



WAGG



PAPER TO THE

POSTING COMPANY,

(MEMBER NATIONAL BILL POSTING ASSOCIATION.)

The Theatres know where to obtain the best service. They are on the ground and familiar with the situation. We EXCLUSIVELY advertise The Grand Opera House, The Auditorium, the Columbia, Haymarket, Hooley's, McVicker's, Marlowe, Calumet, Schiller and Gaiety Theatres, Masonic Roof Garden, Etc. Foreign advertisers can safely follow their lead.

We also cover Hyde Park, Englewood, Pullman, Grand Crossing, Kensington, South Chicago, Stock Yards, Evanston, Lake View, Ravenswood, Whiting and Hammond, Ind., and the Ill. Cent. R. R., greatest suburban road in the country.



PUBLISHER'S CORNER.

We are now in a position to definitely promise our advertisers a circulation during 1897, which, will average 10,000 per month, and all contracts covering twelve months will expressly stipulate it.

Our circulation among sign painters is increasing at a most gratifying rate. It is strange but true, that sign painters never had a paper devoted to their interests until we entered the field. We have met with a degree of success in this branch of the business that it is quite as surprising as any of the many surprises we have yet encountered.

Among the distributors, poster printers, and job printers, we have a larger circulation than any other paper in our class.

Advertisers, too, are daily testifying their appreciation in a most substantial manner, and among managers of Fairs, Expositions and Food Shows, we are, of course, the only journal in the field.

In June last, The American News Co. put us on the stands. They started with an order of five hundred copies. Which has been increased every month. Their order for the Christmas number will compare favorably with that of any class publication they handle.

They tell us that the demand on the stands is largely from theatrical managers, who want our Fair List and Convention Dates for booking purposes. Horsemen, race followers, performers, showmen and privilege men also buy it.

Among bill posters we reach practically every one in the United States and Canada. Most of them are on our subscription books, but a few (less than half a dozen) prominent ones are not. We can tell from the tone of their letters and from that of the official organ that they read it regularly, hence we infer that they have either subscribed in some one else's name, or that they buy it at the stands.

Foreign subscriptions are very encouraging, indeed. Our mailing list contains two hundred and seventy-three names and grows larger every month.

We have great pleasure in wishing all of our readers and advertisers A Merry Christmas and A Happy New Year.

**CONVENTIONS,
Fetes, Celebrations, Etc.**

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

- Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.
- Boston, Mass. National League of Commission Merchants. Jan. 16, 1897.
- Chicago, Ill. National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.
- Chicago, Ill. Master Painters and Decorators Convention. Feb. 9-11, 1897.
- Chicago, Ill. Annual Convention of the National Master Painters' and Decorators' Association, Feb. 9-11, 1897. Thomas A. Brown, pres., Washington, D. C.
- Cincinnati, O. Fourth Annual Convention of the Protective League of American Showmen, January 5-8, 1897. John F. Robinson, pres., Cincinnati, O.
- Cincinnati, O. Semi-Annual Convention of The International Bill Posting Association, January 5-8, 1897.
- Cincinnati, O. International Association, Sheet Iron and Cornice Workers. Feb. 8, 1897.
- Cincinnati, O. American Federation of Labor. Dec. 14, 1896.
- Cleveland, O. Alpha Tau Omega Fraternity. Dec. 30-31, 1896.
- Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters and Decorators' Association, July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O.
- Galveston, Tex. National Editorial Association. Feb. 3-5, 1897.

- Jefferson City, Mo. State Federation of Labor. Jan. 25, 1897.
- Louisville, Ky. Stockholders Meeting, National Saddle Horse Breeders Ass'n. Feb. 2, 1897.
- Louisville, Ky. National Saddle Horse Breeders Association. Feb. 4, 1897.
- Nashville, Tenn. Berkshire Record Association. Feb. 10-11, 1897.
- New Castle, Penn. National Association Rod Mill Workers of U. S. Jan. 14, 1897.
- New Orleans, La. National Conference, Charities and Corrections, Special Meeting. Jan. 14-17, 1897.
- New York City, N. Y. Society of the War of 1812. Jan. 8, 1897.
- St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9, 1897. Clarence E. Roney, sec'y, Waukegan, Ills.
- Washington, D. C. National Board of Trade. Jan. 26, 1897.
- Worcester, Mass. Bricklayers and Masons International Union. Jan. 11, 1897.

Expositions.

- Chicago. 2nd Western National Cycle Exhibition, Coliseum, 63rd St., January 23-30, 1897.
- New York. 3rd Annual National Bicycle Exposition at Palace of Industry, 43rd St. and Lexington Ave., Feb. 6-13, 1897. Inquiries and communications to National Cycle Board of Trade, 271 Broadway.
- Nashville, Tenn. 1897. Sept. 1 to Dec. 24.
- Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898.

Poultry Show Dates.

Mexico, Mo.	Dec. 7-12, 1896
Prophetstown, Ill.	Dec. 7-12, 1896
Dallas, Texas.	Dec. 8-11, 1896
Fort Worth, Texas.	Dec. 8-11, 1896
Princeton, Ill.	Dec. 8-11, 1896
Augusta, Ga.	Dec. 8-12, 1896
Westerly, R. I.	Dec. 9-12, 1896
Louisville, Ky.	Dec. 9-14, 1896
Cleveland, Ohio.	Dec. 9-16, 1896
Schoharie, N. Y.	Dec. 15-18, 1896
Kalamazoo, Mich.	Dec. 15-18, 1896
New London, Conn.	Dec. 15-18, 1896
Pinckneyville, Ill.	Dec. 15-18, 1896
Auburn, Neb.	Dec. 15-18, 1896
Lansing, Mich.	Dec. 15-18, 1896
Birmingham, Ala.	Dec. 15-18, 1896
Jackson, Tenn.	Dec. 15-18, 1896
Westchester, Pa.	Dec. 16-19, 1896
Shelby, N. C.	Dec. 16-19, 1896
Parsons, Kan.	Dec. 22-26, 1896
New York Mental Association.	Dec. 22-26, 1896
Mid-Continent Association.	Dec. 22-29, 1896
Wilkesbarre, Penn.	Dec. 28, 1896, Jan. 2, 1897
Preston, Iowa.	Dec. 28, 1896, Jan. 2, 1897
Titusville, Penn.	Dec. 30-31, 1896, Jan. 2, 1897
Mansfield, Ohio.	Dec. 30-31, 1896, Jan. 2, 1897
New Haven, Conn.	Dec. 30, 1896 and Jan. 2, 1897
Lanark, Ill.	Jan. 4-9, 1897
Albuquerque, N. M.	Jan. 5-9, 1897
Hamburg, N. Y.	Jan. 5-9, 1897
Detroit, Mich.	Jan. 5-9, 1897
Marion, Ind.	Jan. 7-12, 1897
Rochester, N. Y.	Jan. 11-16, 1897
Denver, Col.	Jan. 11-17, 1897
Washington, D. C.	Jan. 12-16, 1897
Tiffin, Ohio.	Jan. 13-16, 1897
Elmira, N. Y.	Jan. 18-22, 1897
Lincoln, Neb.	Jan. 19-22, 1897
Scranton, Pa.	Jan. 19-22, 1897
West Superior, Wis.	Jan. 26-30, 1897
Pueblo, Col.	Jan. 26-30, 1897
Jackson, Mich.	Jan. 29-31, 1897
Allentown, Pa.	Dec. 19-26, 1897
Oneida, N. Y.	Dec. 29, 1896, Jan. 1, 1897
Rockford, Ill.	Jan. 19-23, 1897
Washington, D. C.	Jan. 12-16, 1897

DO YOU WANT MONEY?

HEALING BALM is being sold by our agents from Massachusetts to Kansas, they make \$2 per dozen. Send 60 cents for outfit worth \$1.50. Exclusively agency for men and women. Don't fail to write to day. Sample 25c. Address, HEALING BALM CO., Macon, Ga.

1000 Circulars, size 9x12 or smaller Mailed in ten days for \$1. 100, 10c. silver. Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address

J. T. LUMPKINS, NEVA, VA.

The Advertising Novelty Co. 32-34-36 E. Third St. CINCINNATI, O.

W. D. HENDERSON, JR., Prop'r. Manufacturers and dealers in everything for Advertisers, including calendars, cards, novelties, blotters, foot rules, yard sticks, ink wells, thermometers, folders, hangers and clocks.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters.

Office, Donaldson Litho. Building, CINCINNATI, O.

When you write, mention *Billboard Advertising*.

W. M. DAVIS,

Bill Posting and Advertising,

BOX 207, UNION CITY, TENN.



Special Offer!

A splendid half tone this size or smaller and a year's subscription to **Billboard Advertising**



FOR \$2.50.

This offer holds good until . . .

January 15th, 1897.

Billboard Advertising,

Cincinnati, O.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

CONTRACTS TO PLACE DISTRIBUTING MATTER IN ANY SECTION OF THE COUNTRY.

Service of its Members Guaranteed.

Advertisers who use distributing matter would do well to write to

JAS. L. HILL,
Soliciting Secretary, NASHVILLE, TENN.

Distributors desiring to join, write for information, by-laws, etc,

TO
W. H. STEINBRENNER,
311 VINE ST., . . . CINCINNATI.

California Ad-Signs Co.

204 SUTTE STREET, SAN FRANCISCO.

Bill Posters | **Sign Advertisers** | **Street Car Advertisers**
 600,000 square feet of protected boards. | Choice locations on Street Car Lines. | Control all the Street Car Advertising in California.

— Distribute printed matter and samples. Tack card or metal signs. —

We post for the Baldwin, Columbia and California Theatres. Morosco's Grand Opera House. Tivoli Opera House. Estimates furnished for the Pacific Coast.

LAWRENCE, KANSAS,

IS A GOOD TOWN—A BLAMED GOOD TOWN.

A. M. POFF IS A GOOD BILL POSTER—A BLAMED GOOD BILL POSTER.

IN YOU WANT TO ADVERTISE IN LAWRENCE WRITE POFF.

JOHN HERFURTH,
SCENERY,
SHOW PAINTING,
Exposition Displays,
PAGEANT FLOATS
PICTORIAL AND
Advertising SIGNS.

231-233 Twelfth St., CINCINNATI, O.
 Correspondence Solicited.

SECRETS OF THE MAIL TRADE just published. No vest pocket fake. Send for a copy at once and learn the "ins and outs" of the mail order business.
 GEM CO., Spring Valley, Minn.

Byron W. Orr,

WRITER, DESIGNER & MANAGER OF

Advertising

Experienced in Various Lines.

Ads on any subject. Booklets Circulars, Newspaper or Magazine Ads, Posters, etc. Familiar with Printing of all kinds.

ON THE SPOT.

The General who would win a successful battle must be on the spot, on the field of action. The man to advertise a business successfully must be on the spot, ready for action and conversant with the details of the business. Propositions considered or submitted.

Write to

BYRON W. ORR,
 CHILlicothe, O.

When you write, mention *Billboard Advertising.*

.....
 Circulars, Heralds and Samples Distributed with Dispatch.
 500 Running Feet of Space, 25 3-sheets.
 Lots of Daubs and Dead Walls.

DAVE R. WHIPPLE,

OTTAWA CITY BILL POSTER,

OTTAWA, KANSAS.

POPULATION 8,000.
 BOX 398.

WARREN LEWIS,

DISTRIBUTING, TACKING AND BILL POSTING.

P. O. Box 157.

ESTHERVILLE,
 IOWA.

New Castle, Pa.

Population, 25,000; 8 railroads; Electric Street Car Lines; 36 Manufacturing Establishments, employing 8,000 men.

ELECTRIC Light. Natural Gas. IRON, GLASS, TIN.

Incoming and outgoing freight, per day, 10,000 tons. Bank deposits, \$4,500,000.00. The value of her various

J. G. LOVING, Licensed City Bill Poster, AND OUT-DOOR ADVERTISER.

Billboards permanently located on all the principal streets in the city.

products exceeds \$24,000,000 annually. The coming Great City of Northwest Pennsylvania.

My Reference is my work, WHICH SPEAKS LOUDER THAN WORDS.

Bill Boards and Stands Prominently Located On all the Principal Streets of City.

ESTABLISHED 1864 STILL HERE



ALBERT WEBER
 LICENSED DISTRIBUTOR AND GENERAL OUT-DOOR ADVERTISER
 LICENSED BILL POSTER

OFFICE No 610 COMMERCIAL ALLEY

Distributors of Merchandise, Samples, Booklets, etc. Throughout the Entire City, Jefferson, Gretna and Algiers. Send for Prices.

NEW ORLEANS, LA.

ESTABLISHED 1876.

CHARLES W. YORK,
 Bill Poster and Distributor.
HAVERHILL, MASS.

I make a specialty of Distributing. Reference if required. '97

250 Note Heads, Envelopes or State Mentions, good quality, printed, tableted and send by mail for only 50 cents. Anything from a card to a newspaper at cut prices. GEM CO., Artistic Printers, Spring Valley, Minn.

J. A. LAMBERT,
 City and Theatrical Bill Poster and Distributor,
OGDEN, UTAH.

700,000
Blotting Pads Given Away.
 Send 10c. for one of my fine pencils. Say where you seen this and I will send a lot of blotting pads.
JOS. JOHNSTON, Newport, R. I.

G. F. BANGASSER & CO.
 CITY BILL POSTERS AND DISTRIBUTORS,
'97
 Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38
MC MINNVILLE, OREGON.
 When you write, mention *Billboard Advertising*

CLOUGH'S
 DISTRIBUTING
 Increases Business.

CAN WE DO YOUR DISTRIBUTING ?

NOW THAT
 THE ELECTION IS OVER
 there will be some BUSINESS DOING.

To get your share you should let the people know who, what and where you are and what you can do. To do this in the most expeditious, effective and economical manner you should advertise. To do this in the most effective, economical and expeditious manner you should secure the services of

Clough's Distribution Service,
 No. 647 Austin Avenue, CHICAGO, ILL., U. S. A.

We do the best distributing in Chicago, and we employ (no boys) but reliable, sober men. Send for scale of prices and reference. We refer you to the largest wholesale Drug House in Chicago, The Fuller & Fuller Drug Co.



J. A. CLOUGH, Manager.

CARBON, INDIANA.

T. F. GRINLEY,
 City Bill Poster and Distributor.

THREE GOOD TOWNS

And a good hustler. All work guaranteed, and plenty of good space. Try me once and you will want me again. P. O. Box 48.

"Reliable Names."

10c of mail order or agents addresses of any part of United States for 10c in advance. TRY 10c of either for 10c. Box N. Geneva, N. Y.

W. H. HEMENWAY,
 CAMDEN, ME.,
 Distributing of all kinds of Advertising Matter
Address all letters care of W. V. LAUR.

DON'T FORGET
R. NOLAN,
 ALPENA CITY,
 MICHIGAN,
BILL POSTER
 AND THE ONLY
RELIABLE DISTRIBUTOR
 IN THE CITY.
 ALL WORK GUARANTEED. BOX 610.

DEALERS AND ADVERTISERS.
Farmers' Addresses. Try 300 Ind., only 10c. 500 Iowa, 25c. Have others. Fresh names. Satisfaction guaranteed. Correspondence solicited. FORD RODIBAUGH, Milford, Ind.
 When you write, mention *Billboard Advertising*.

Take a Minute and a Postal

and send your address for a copy of "The Advertising World," Columbus, Ohio. * * * When you see it you will understand why so small a paper has such a large circulation. * * * * *

FREE

Clark & Rowland,
Bill Posting and Distributing,
Post Office Box 18,
ASHLAND, O.

NIGHT & DAY.

That is just the way we are working now.
Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

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

BILL POSTERS PASTE BRUSHES



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

PRICES.

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



This is our Celebrated

"UNEXCELLED"

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

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

SEND YOUR ORDERS TO
The Donaldson Litho. Co., Cincinnati, O.

N-A-P-A-N-E-E, O-N-T-A-R-I-O.

J. J. MINCHINTON

Controls the bill posting and distributing in two counties.

Work promptly executed and up to date.

My work my reference . . .
You furnish the paper we do the rest.

Address,
J. J. MINCHINTON,
Napanee, Ont. Canada.

CHEW GOOD TOBACCO.

**SHAKESPEARE
PLUG TOBACCO**

CHAMPAGNE FLAVOR.

● 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; ½ lb., 50c; ¼ lb., 25c.

IT'S AN ELEGANT CHBW.

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

SEND YOUR PAPER TO

JOS. E. GIRARD,

Member of International Bill Posting Association.

CITY BILL POSTER

AND RELIABLE DISTRIBUTOR. Address,

ERIE, PA.



PERU, INDIANA,
 A Good Town to Post.
CHAS. W. STUTESMAN,
 LICENSED CITY
 Bill Poster and Distributor.
 Estimates and List of Boards furnished on application.

L. A. DANIELS,
 Licensed City Bill Poster & Distributor,
 9 LOCUST STREET,
 Santa Cruz, Cal.

Population 8,000.
 1000 feet of Billboards.
 4c. per Sheet per month. Listed.

South Carolina

T. M. YOUNG, Manager. T. McMILLIAN
 BILL POSTERS, DISTRIBUTORS,
 And General Out-door Advertisers.
 WE SELL POSTERS OF ALL KINDS. Send us Your Order.
 T. M. YOUNG, Mgr. MANNING, S. C.
 N. B.—WE TRAVEL AND ADVERTISE.

ADVERTISING SCENE PAINTING DISTRIBUTING

CAPITAL CITY
BILL POSTING Co
 MEINTYRE & CARLIN
 Room 3 52 STATE ST
 ALBANY N.Y.

SCENE PAINTING

POSTER DISTRIBUTING

When you write, mention *Billboard Advertising.*

When you write, mention *Billboard Advertising.*

All Work Guaranteed. I own and control all Billboards in city. Population 10,000

MOTTO: *A Place for Every Bill and Every Bill in its Place.*

G. D. McGUIRE,
 City Bill Poster **Delaware, O.**
 AND DISTRIBUTOR,
 169 S. Franklin Street. Distributing Personally Attended to.

JAMES F. COFFEE,
The City Bill Poster,
 General Out-Door Advertising Agent.
 87 Hill Street, **DUBUQUE, IOWA.**
 Member of International Association of Distributors.

C. R. ROWLAND, The Old Reliable
 Bill Poster,
 216 9th Street, **AUGUSTA, GA.**
 Posting, Distributing and Card Tacking.

LACONIA, N. H.
 Population 15,000
 All New Boards, and THE BEST, also
 The Best Locations.
 Capacity 3000 Sheets. Inspection Solicited
J. F. HARRIMAN,
 City Bill Poster & Distributor
 Office, 506 Main Street.
 Also Manager Folsom Opera House and
 City Show Grounds.

GEO. L. EIDOFF, L. V. COOMBS,
 Pres. Sec'y and Treas.
Outing
Sign Co.
 Cor. Second and Ludlow, Cincinnati, O.

OREGON SIGN CO.
 BILL POSTERS AND DISTRIBUTORS.
OREGON CITY, OR. SIGNS.

TAUNTON BILL POSTING COMPANY

ESTABLISHED 1869.

BILL POSTERS AND DISTRIBUTORS.

Best Boards. Best Stock.
Best Workmen.
Best of All.
Best of References.
Inspection Solicited.

OFFICE
45 COHANNET STREET, TAUNTON, MASS.

A. B. WHITE, Treasurer.

Distributing Department.
By Carriage Service
We Reach the People.
House to House Distribution.
City Proper and Surrounding Villages.

Binghamton Bill Posting Co.

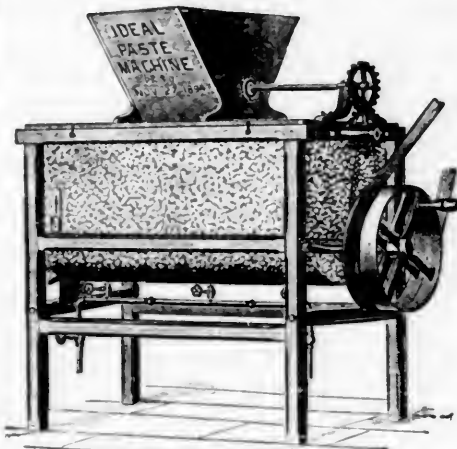
Bill Posting and Distributing.

Theatrical, Commercial and Railroad Advertising.

P. M. Cooley, Mgr. Binghamton, N. Y.

Office, Bijou Theatre.

Ideal Paste Making Machine.



STEAM or
HAND
POWER.

Saves 25 per cent on your
Paste Bill.

Write us for circulars.

Ideal Paste Machine Co.
DAVENPORT, IA.

Fond du Lac, Wisconsin

POPULATION, 16,000.

And growing every day. 193 new residences and business blocks erected during 1896, at a cost of over \$500,000.00.

Bill Posting 28 Good Billboards
Centrally Located.
Good Service Given. Reference if Desired.

Only One Price. P. B. HABER, City Bill Poster.



HUNTER'S LIGHTNING PASTE MIXER

Makes a smoother and better paste than can be made by any other process. Flour or starch is sifted into the water and thoroughly mixed at the same time, then the steam is turned on and cooked while mixing. Built of boiler iron, bolted and riveted together, heavily galvanized. A strong and durable machine, and will last many years. Manufacturers of Paper Bags, Paper Boxes, Novelties, Cards, Trunks, Bookbinders, etc., will find them a valuable machine. Sizes, one-half to ten barrels.

Bill Posters can make their own paste as they want it and can manufacture for the trade in their territory

Write us for full particulars and prices.

J. H. DAY & CO, 1144 "U" Harrison Avenue, CINCINNATI, O,
Branch Office, 61 Park Place, NEW YORK.

MENTION THIS JOURNAL.

YOU will miss it if you fail to secure a copy of the new book "Secrets of the Mail Trade." Tells you where to get everything, how to start and make a success of mail business. GEM CO., Spring Valley, Minn.

1869 Taunton Bill Posting Co. 1896
BILL POSTERS & DISTRIBUTORS,
Best Boards. Best Stock. Best Workmen
A. B. WHITE, Mgr. and Treas.
Office. 45 Cohannett St., Taunton, Mass.

THEATRICAL AND CITY BILL POSTERS,
Distributing and Advertising Agents,
Work promptly and properly executed.
C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

Having just Completed the Largest Press in the Country for Printing, all in one piece.

SEAMLESS BANNERS 21 FEET LONG

We are now prepared to furnish them in 1 or 2 colors any desired length up to 21 feet in one piece, engraved or type. This greatly improves the appearance. There are no seams to come apart, and it makes them cost less. The regular width is 26 in., but we can make them any size. Write us for prices, stating length, width and number of colors. Tickets of every description our specialty. Send for samples and prices.

1440 Broadway, NEW YORK. GLOBE TICKET CO., 917-919 Filbert St., PHILADELPHIA.

Chautauqua County, 25,000
City of Jamestown, 25,000.

- ADVERTISER'S FRIEND. -

Member International Bill Posters' Protective Association of United States and Canada.

Mailing Agency
Chautauqua County.

Bulletin, Barn and
Fence Sign Ad-
vertising
A Specialty.

Obtaining and Controlling 4,000,000 im-
mense feet of prominent and
protected

Sign and Bill Posting Spaces.

Jamestown and Chautauqua Lake Bill Posting Company,

—LICENSED—

CITY BILL POSTERS AND DISTRIBUTORS
AND GENERAL OUT DOOR ADVERTISERS.

Office, 109 E. 3rd St., Lowry Bldg., Near City Hall, JAMESTOWN, N. Y.

All work entrusted to us will
Receive Immediate and
Prompt Attention.

Commercial Work
a Specialty.

SATISFACTION GUARANTEED.

J. C. BARTLETT, Mgr.
FRED. LEACH, Treas.

You Stick to us, we Stick for you.

J. H. GRAY,



A RELIABLE

Bill Poster and Distributor..

Owner of all bill boards in the city and surrounding country, and a plenty of them, more than any 3 cities of its size in New England.

No boys employed Experienced bill posters only. Send in your work.

All bill-posting Listed and Protected.

Respectfully,
J. H. GRAY.

WILLIMANTIC, CONN.

JOSEPH MAWLEY,
Bill Poster,
119 Summer St., PLYMOUTH, MASS.

All Mail Orders will Receive Prompt Attention.

Population 16,000.

Philipsburg, Center Co., Pa.

Population 5,000. Drawing Population 40,000.

Mining and Manufacturing the Principal Industries.

All kinds of Posting and Distributing done with promptness and under the personal supervision of

ED. DAVIS, CITY BILL POSTER.

Do you want money? •

I can help you get it. •

That's My Business.

Hang your banners on the outer wall.

C. O. SHULTZ,

CITY BILL POSTER.

BRAZIL, IND.

Cards, Pamphlets, Bills, Etc., Carefully Distributed. Boards in all parts of the City and County. Member of the Indiana State Bill Posters Ass'n.

High Class Bulletin Signs, Positions and Execution of Work Unexcelled.

Melvin's Bulletin Service, Detroit, Mich.

Rates Low, Service and Quality Guaranteed. Write for Prices and Designs.

We own and control all bill boards in the most prominent places in the city. Satisfaction Guaranteed.

Our territory covers the towns of Oakland, Lansing, Dexter, Lyle, Brownsdale, Rose Creek, all in Mower Co.

P. H. Zender.

H. J. Zender.

P. H. ZENDER & SON,

(Members of Inter-state Bill Posters Protective Ass'n)

Bill Posting and Distributing a Specialty.

Reference—Austin National Bank.

Austin, Minn.

T. F. CHAFEE & SON, County and City Bill Posters.

Distributing, Sign Tacking and Posting. Electric Light Showing by Night.

47 W. PENNSYLVANIA STREET,

SHELBYVILLE, IND.

Reference. John Messick, Pres. First Nat. Bank; Bert DePrez, Manager Opera House. S. B. Morris & Co., Department Dry Goods; Morrison & DePrez, Druggists.

How is your Brush Handle? We can furnish you the best made.

1 Handle, \$0.50
3 Handles, 1.00
6 Handles, 1.75
12 Handles, 3.00

Indianapolis Bill Posting Company,
INDIANAPOLIS, IND.

"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.

JOHN W. ELLISON,

MANAGER

ELLISON ADVERTISING CO.

BILL POSTERS AND DISTRIBUTORS.

223 Broad Street, ROME, GEORGIA.

Names and Addresses of Good Substantial Farmers.

300 of Michigan, 200 of Indiana, 250 of Iowa, 400 of E. Kentucky and R. W. Virginia, 40 cts. Or the four lists for \$1.00. 10,000 of North Carolina farmers at 75c per 1000. These lists of names all fresh and genuine. Send your order to-day, as these lists will pay you. Address, EDD KEMPTNER, Box 2, Van Buren, Ohio.

FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.

187 Schuyler Avenue, KANKAKEE, ILL.

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

WRITE FOR TERMS TO

R. J. CHILCOTE,

CARLISLE, IND.

Advertiser of Sullivan County.

Bills Posted and Distributed.

Names and Addresses Furnished.

B. YECKER & CO.

POPULATION 40,000.

LANCASTER, PA.

BILL POSTERS AND GENERAL DISTRIBUTORS.

Own and Control all Bill Boards in the City.

W. S. YOUNG, FARMER CITY, ILL.

POPULATION 2000.

CITY BILL POSTER.

Owner and Manager Opera House. Circuit 10 towns, total population 5000.

Carqueville

Lithographing Co.

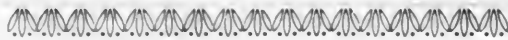
75-77 La Salle Avenue.

Tel. 1123 North.

Chicago.

Poster and Stand Work a Specialty.

"A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL."



Empire Bill Posting Co.

MEMBERS INTERNATIONAL BILL POSTING ASSOCIATION.

INDIANAPOLIS, IND.

JAMES E. FENNESSY, Manager.

NOW THE WHOLE THING IN INDIANAPOLIS.

Bill Posting,

Card Tacking,

HOUSE TO
HOUSE

Distributing.

... MANUFACTURERS OF THE ...

FAMOUS

Crooked Brush Handles

SEND FOR OUR LIST.

Posters! —————

Any size or kind. Block or Type.

Prompt. - - - Reliable.



Bill Posters!

Send for sample of our new one-sheet to advertise your boards. Also ask for Catalogue.

Hennegan & Co., Cincinnati, O.

We don't do theatrical work ;
Our complete line for Commercial work.

YORK, PENN.

Honest Work. Time.
OR NO PAY.

MUNDORF BILL POSTING COMPANY,
CITY BILL POSTERS, DISTRIBUTORS, TACKERS.

LISTED LOCATIONS.

Map of City and Location of Boards to Advertisers.

SATISFACTION.

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.

KITTRIDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

CORRESPONDENT SHOW PRINTING HOUSE

J. BONI. HEMSTEGE
MANAGER
114 TO 124 EAST HIGH ST. PIQUA, O.

THE SHOW PRINTING HOUSE OF THE WEST.

DESIGNING AND ENGRAVING.

HALFTONE, PHOTOGRAVEURE, LITHO GRAVEURE, ZINC ETCHINGS
FINEST QUALITY BOX WOOD ENGRAVING.

NEW AND CATCHY WORK IN BLOCK STANDS, THREE SHEETS & STREAMERS.

BRIGHT & NOVEL ADVANCE WORK FOR STREET & HOUSE A SPECIALTY

DATES ARE OUR STRONG POINT
WRITE FOR OUR COPYRIGHTED SCHEME.

OUR DATE ROUTE BOOKS ARE THE FINEST IN THE WORLD
ASK FOR ADVANCE SHEETS.

FIRST CLASS WORK
PROMPT SHIPMENTS.
EIGHTEEN YEARS UNDER THE MANAGEMENT OF
J. BONI. HEMSTEGE.

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.

ISSUE a Holiday Souvenir and make \$50 in a day. Plan to cents, or circular free. THE AGE, Boston.

HIKSON BROS.,

LICENSED BILL POSTERS,
P. O. Box 86, PIQUA, O.

LEE BROS. & CO.

CITY BILL POSTERS.
Distributing and Tacking a Specialty.
Office with Wells, Fargo & Co.'s Express, SANTA ROSA, CAL.
Inhab'd 7,000. 50 miles north of San Francisco
W. H. LEE, President Pacific Coast Bill Posters' Association.

LEON HERRICK,

Advertising Agent and Bill Poster,
DE SOTO, MO.
Population 6,000. Reference, Peoples' Bank of De Soto.

J. R. LEWIS,

BILL POSTER and DISTRIBUTING.
81 WEST PERRY ST.,
Population 14,500. TIFFIN, OHIO.

POSTERS

OF ALL KINDS AND

HAND BILLS

TOO.

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

THE GREAT American Engraving and Printing Co.
57 BEEKMAN ST., NEW YORK.

T. R. DAWLEY, Pres. R. E. ROYLANCE, Sec'y.

\$25.00 PER YEAR SAVES

By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes. Agents can make big money canvassing and selling family rights. One family right mailed to any address for a silver quarter or thirteen two-cent stamps.

ROANOKE SOAP CO.
Drawer 13, Roanoke, Va.

FRED F. KELLY, CITY BILL POSTER AND DISTRIBUTOR.
Lock Box 152, PALMYRA, N. J.

The Hustler Advertising Co.

CONTRACTORS OF OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

Prompt Service by Reliable Men.
Careful House to House Distribution A Specialty.
24 North Miner Street, FT. WAYNE, IND
W. H. CASE, Manager.

TRENTON, NEW JERSEY.

The Trenton Bill Posting Co.

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

THE E. L. KINNEMAN, BILL POSTING COMPANY, MARION, IND.
UP-TO-DATE BILL POSTERS DISTRIBUTORS. GENERAL ADVERTISERS.

We Control all Bill Board and Advertising Space in Marion, Ind., 22,000 Jonesboro, Ind., 3,000 Gas City, Ind., 5,000 Fairmount, Ind., 4,000 Total Population, 34,000. Which are connected by Electric Street Cars, Big Four, Pan Handle and Clover Leaf Lines. All Boards on Electric Street Car, Pan Handle, Big Four and Clover Leaf Lines. CAPACITY 7,000 SHEETS. OFFICE-BILL ROOM, The White Theatre, Marion, Ind.

C. F. Crippen,
 City Bill Poster AND Distributor.
 Box 360, ATHENS, OHIO.

The Business Man!
 Do you want some fast selling SPECIALTIES for the Mail Order Trade? We have some that will pay you. Why not get in the swim at once?
 Address, CURTISS, 'THE' PRINTER, Sawens, N. Y.

Go forth in haste,
 With bills and paste,
 Proclaim to all creation
 That they are wise
 Who advertise
 In every avocation.

Empire Advertising and Bill Posting Co.
 CHARLESTON, S. C.,

Will post or distribute your paper in an honest and satisfactory manner.

Controls all Privileges and Boards. Personal attention given to all work.

CHAS. W. KEOGH, Manager.
 Office: ACADEMY OF MUSIC BUILDING.

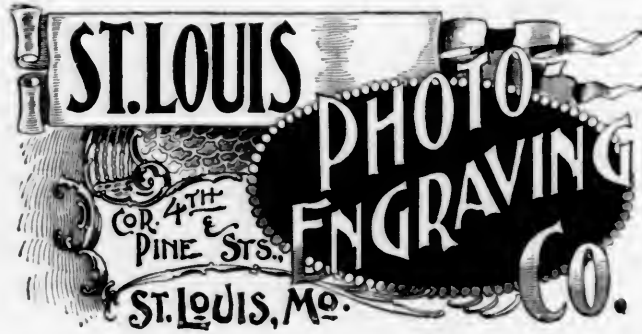
CRITTENDEN & CO.,
 City Bill Posters and Distributors, CENTRALIA, ILL.

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

Fulton Bill Poster & Distributor.
 W.M. COOK, box 64.
 Work done in first class style Transfer line in connection.
 Address, FULTON, Oswego Co., N. Y.
 Pop 9,000.

Clinton, Ont., B WEBB, JR.
 BILL POSTER AND DISTRIBUTOR.
 Controls all space. Write for particulars. Guaranteed service.

LICENSE. For \$2.00 I will draft and forward to any bill poster in the United States or Canada, the latest and most approved form of bill posting ordinance in use. It is effective and protective. Address,
R. C. CARRELL,
 DAYTON, KY.



Portraits and Buildings for all Purposes.

—SEND FOR SAMPLES.—

JOHN T. WILLIAMS, BILL POSTER.
 346 Morrison St., PORTLAND, OREGON.
 Population 90,000. **97 Established 1868.

Show Printing
 INTER STATE BILL POSTER, TOO.

DATES, Best and Cheapest on Earth. 3-SHEETS.
P. B. Haber Printing Co., FON DU LAC, WIS.

ELLIS N. SPARROW,
 527 N. 2nd Street,
VINCENNES, IND.
Bill Poster and General Advertiser.
 My Work Speaks for Itself.

REFERENCE: McJimsey's Theatre, Vincennes. E. A. Gregory Millinery, Vincennes. Liggett & Myers Tobacco Co., St. Louis. James M. Dishon Bill Poster, Terre Haute, Ind. J. Reiser & Co., Uncle Jerry's Pan Cake Flour, Chicago.

Fair Ground Goods, Merry-Go-Rounds Games, Etc. PLAYING CARDS AND IVORY GOODS. Club Room Furniture, Faro and Poker Chips, Sporting Goods.
OGDEN & CO.,
 Manufacturers of
Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.
 New Designs Every Month. Largest Factory in U. S.
 Automatic Game Devices at Lowest Prices. 185 Clark Street, CHICAGO, ILL.



If you don't tool your own horn, she'll never tool

DILLON'S CROSS ROADS BILL POSTING CO.
NORMAL, ILL.

Cards, Circulars, Bills, etc., backed and distributed at all prominent points throughout the state. Fence sign cards a specialty.

FREE! Names and addresses of honest, prompt and reliable Mailing, Distributing, Clipping, Subscription, Printing, Local and General Agents, furnished *free to Advertisers*. 100 Circulars honestly mailed per day for 10 cents; 1000 for \$1.00 cash. Job Printing of advertising space accepted *via Advertisers' Own References*.
 THE MONUMENTAL ADVERTISING ASS'N
 BALTIMORE, MD.

HENRY C. CROSBY,
 Advertising Signs

Romaine Building,
PATERSON, N. J.

—HAVE YOU—
SPRINGFIELD, ILLS.
 ON YOUR LIST FOR
BILL POSTING, DISTRIBUTING, CARD TACKING.
 Population 37,000.
W. J. HORN,
 CITY BILL POSTER.

5000 6x9 Circulars printed to order, one or both sides, Brevier type, \$5.00, 1000 Bill Heads \$1.50, 1000 Business Cards \$1.00, 1000 Statements, \$1.75, 1000 Note Heads, \$1.50, 1000 white Envelopes, \$1.50, 1000 manilla Envelopes, \$1.00. Printing of every kind, artistic work, low prices, prompt services. Write for estimates.
 GEM CO., Spring Valley, Minn.

? Why not engage in the Mail Order Business and make \$500 a month summer and winter, rain or shine at your own home. No interference with other business. We have seven good specialties, splendid sellers, and furnish illustrated circulars with your imprint FREE. Send your business cards for samples.
 GEM CO., Spring Valley, Minn.

MELROSE BILL POSTING COMPANY.
 Bill Posters and Distributors.
 Best Stock. Best Boards.
 W. L. PIERCE, Mgr. and Treas.
 Office, 46 Maple Street. MELROSE, MASS.

GEO. W. GHURGHILL,
 CITY DISTRIBUTOR AND GENERAL ADVERTISER.
 Medical Advertising a Specialty. Satisfaction Guaranteed. References on Application.
 2321 Corning Ave.,
PARSONS, KANS.

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

Advertising Experience

Is a very original and artistic advertisers' journal. It gives just what its name indicates, a host of practical ideas and facts about advertising.

If you are an advertiser you know that experience in advertising costs a small fortune. You should know that it is cheaper to let the other fellow do the experimenting and tell you all about it. That's what our magazine is for, you can get some rich experience for the mere pittance of \$1.00 a year. Try it!

Poster Advertising

Is a regular department of ADVERTISING EXPERIENCE, and it devotes more space to posters and bill board advertising than any other advertisers journal.

You must have the superb Christmas number. Send 10 cents. Twelve numbers. \$1.00.

Address,

Advertising Experience,
324 Dearborn Street, CHICAGO.

Morgan & Co
[OF CLEVELAND, O.]
THE LEADING LITHOGRAPHERS
ALWAYS THE LEADERS
AND STILL LEADING

Sault Ste Marie, Michigan,

THE GATEWAY TO LAKE SUPERIOR.
OFFERS UNEXCELLED INDUCEMENTS TO ADVERTISERS.
A. A. SCRANTON, BILL POSTER.

BELASCO & CO.

LICENSED

CITY AND SUBURBAN

BILL POSTERS.

Bill Posters,
Distributors,
Card Tacking,
Painted Sign
Advertisers.

Washington and Third Sts., OAKLAND, CAL.

\$25.00 A DAY

Easily made selling our 3 great novelties—Boomerang Game, Toboggan Slide and Frozen Perfumes. Retail for 25c. and \$1.00. Saloons, grocery, confectionery, hotels, cigar stores, etc., buy them on sight. Agents, canvassers, etc., can make big money. Exclusive territory free. Don't miss this chance. MODERN NOVELTY CO., 59 and 61 Laflin St., Chicago, Ills.

JOHN CLARIDGE,
Bill Poster,
NEWPORT, ARK.

Population 4,000. 500 feet boards.

SECRETS OF THE MAIL TRADE or how fortunes are made on the quiet. Every advertiser should send for a copy at once. Worth its weight in gold.

GEM CO., Publishers, Spring Valley, Minn.
SIDNEY, OHIO, C. P. ROGERS
CITY BILL POSTER.

Owens and controls all billboards and dead walls in the city.
Also DISTRIBUTING carefully attended to.

STAR BILL POSTING & SIGN CO.,
COLUMBUS, GA.

Bill Posting, Distributing, Card Tacking,
Sign Painting and General Advertising.

Population: (including Phoenix City and Girard, Alabama,) 30,000.

Address:

EDWARD H. GRUZARD, Manager,
COLUMBUS, GA.

VICTOR JANNEY, Bill Poster and Distributor
for Marshall, Martinsville and Casey, three live towns, and all of Clark Co.
Headquarters at MARSHALL, ILL.

Thoroughly Up-To-Date
In Touch with the Times,
and Always Forging Ahead.

Successors to
LEDGER JOB PRINT
THE PENN PRINTING & PUBLISHING CO.
Ledger Annex
605 Sansom Street.
Philadelphia, Pa.

The Oldest and Best
Show Printing House
in the U. S.
UNDER THE MANAGEMENT OF
JOS. A. EULEN,

BOSTON BILL POSTING CO.

JOHN T. WOGAN,
Business Manager.

26 HARRISON AVE.,

BOSTON, MASS.

GEO. F. NETHERCOTT,

*Bill Poster,
and Distributor.*

Card Tacking, Distributing, Sampling, Sign Painting. Control all Dead Walls. All Boards on or near Street Railroads. Member of International Bill Posters' Association.

Office, Academy of Music,
Saginaw E. S., Michigan.

EVERY BILL POSTER ADVERTISER

WANTS AND NEEDS

Profitable Advertising

(ILLUSTRATED.)

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send 10c. for sample copy.

KATE E. GRISWOLD,
Editor and Publisher.

13 School Street, BOSTON MASS.

SELDEN NYE,

BILL POSTER AND DISTRIBUTOR.

(Champaign and Urbana.)

1897

201 W. Park St., Champaign, Ills.

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.

Healing Balm should be in every household. If you are suffering with Rheumatism, Neuralgia, Piles, Lung or Kidney Disease, Headache or Constipation, use Healing Balm. If your child has Earache, Colic, Croup, Mumps, Burns, Cuts, Bruises, Bolls, Sprains, Sores or Skin Disease, use Healing Balm. Keep Healing Balm in your house. Testimonials from New York to Kansas. Agents profit 200 per cent. Send 25c. to HEALING BALM CO., Macon, Ga.

E. H. CARWITHEN,

Bill * Poster * and * Distributor,

266 VIRGINIA ST.,

Charleston, W. Va.

Work Guaranteed.

Tacking Up Cards a Specialty.

UPON RECEIPT OF
3 Months' Subscription
TO

The Echo
(50c.)

We will send one copy of the famous publication,

The Nude in Art.

With a 6 Months' Subscription (\$1.00)

We will send 3 Different Numbers

The Nude in Art.

THE CHICAGO ECHO CO.
Fifth Avenue, Chicago.

J. B. YOUNG,
Bill Poster,

72 Portland St., Rochester, N. H.

8000 inhabitants.

"HOTE'S" NATIONAL ADVERTISING SERVICE.

Ad-Signs on Bulletins, Walls, Barns, Fences and Rocks, throughout the length and breadth of the United States and Canada. Contractor for the International Bill Posting Association. Patentee of Hote's Permanent Everlasting Posters. Places Signs on Grocery Walls, etc. Forty Expert Artists in

SIGN ADVERTISING.

C. S. HOUGHTALING, Manager.

CHICAGO:

74-76 Madison St. P. O. Box 1164.

NEW YORK:

3 Park Place. P. O. Box 2111.

ST. LOUIS, MO., POPULATION 614,000.

CITY BILL POSTERS,

(HUIEST-STOUT SIGN CO., PROP'S.)

THE COMMERCIAL BILL POSTERS OF

ST. LOUIS,

HAVE POSTED OVER ONE-HALF MILLION SHEETS THIS YEAR

Office, 207 NORTH 10th STREET,

ST. LOUIS, U. S. A.

"Mr. Manager!"

"One Moment Please."

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

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

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

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

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

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

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

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

"97

Tucker's Magic Stove Polish

Will send secret of manufacturing this excellent Stove Polish for 10 cents, former price \$5.00. Thousands of boxes have been sold by myself.

G. F. TUCKER, Sheldon, Mo.
Box 157.

"97

BUTTE, MONT.

POPULATION 50,000.

AVERAGE MONTHLY PAY ROLL \$1,000,000.

W. E. KENDRICK,

BILL POSTER.

A. M. DETTELBACH,

BILL POSTER, TACKER and DISTRIBUTOR.
Santa Fe, Taos and Rio Arriba Counties.
Country work a specialty.
P. O. Box 240. SANTA FE, N. M.

CINCINNATI

And Her Suburbs, Embracing

500,000 People.

To reach them all economically, use

STEINBRENNER'S
DISTRIBUTING
SERVICE.

There is No Other Way
Address.

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

WATERVILLE, MAINE,
Population 10,000.

S. H. CHASE,
Bill Poster
and
Distributor.

P. O. Box 120. Opera House Manager.

WE DO

Bill Posting,
Distributing,
Sampling,
Tacking
Sign Painting.

City and Country. Write for particulars.

D. C. BENJAMIN,

Box 37. WINDSOR, ONT.

ARC of Lettering and Sign
Painters Manual,

Illustrated with numerous styles of letters and contains valuable information for practical use.
Price \$2.50. Address

BILLBOARD ADVERTISING CO.,
Cincinnati, O.

WHY NOT THE
Olean Bill Posting Co.
 OLEAN, N. Y.

Thriving Oil City of 20,000.
 Finest Boards Ever Made.

ATTENTION HOUSEKEEPERS!

Only nine o'clock, and the children gone to school, and my washing all done. Simply because I use "Morgan's Celebrated Washing Compound." The only article on the market of its kind which contains no acids, nor alkali, and will not injure the finest fabric; and as a bleacher of clothes it has no equal. Do away with the washboard it is not needed. Only ten cents per cake. Try one and be convinced. If your grocer does not handle it, insist upon him getting it, or send 10 cents for a trial cake and terms to JOHN A. MORGAN MFG. CO., Swansea, Ills.


"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.

R-I-P-A-N-S

ONE GIVES RELIEF.

The modern standard Family Medicine: **Cures** the common every-day ills of humanity.



Philip B. Oliver,
 Licensed City BILL POSTER.
 AND DISTRIBUTOR.

3,000 Feet of Board. 75 Three-Sheets.
 Special Attention Given to Commercial
 Work and Distributing.
 All Work Guaranteed.
 319 Cherry St., FINDLAY, O.
 POPULATION 23,000.

B. T. ROBINSON,
 City Bill Poster,
 CLIFTON FORGE, VA.

Best Correspondence Solicited.

The Enquirer
Job Printing Co.
 Cin. O.

THEATRICAL

**DESIGNERS,
 LITHOGRAPHERS
 AND GENERAL
 JOB PRINTERS.**

*
 Poster
 Work
 Our
 Specialty
 *

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

Established 1890.
 Write for Estimates

**Will A. Molton
 Advertising Co.**

General
 Advertising Agents
 and Distributors,
143 St. Clair Street,
 Opp. Kennard House, Cleveland, O.

Our system has opened a new field to advertisers, as we reach the people in the remotest sections. We can place your advertising direct to the homes of the buying classes in every city, town and hamlet in the United States.

THE STAR
 COIL SPRING SHAFT SUPPORT
 AND ANTI-RATTLER.



GET THE BEST!
 SELLS AT RIGHT!

THE DECATUR SHAFT SUPPORT CO.
 Decatur, Ill.

**Modern Sign Writer
 and Ornamentor.**

A choice collection of scrolls and alphabets in colors. A valuable book for sign painters. 43 Plates. Price \$2.50. Address
GEO. FUNNELL,
 No. 3 E. 8th St., Cincinnati, O.

"15" TOWNS Around About and Including **THIBODAUX, LA.**

Terms Reasonable - Satisfaction Guaranteed.

Circuit Bill Posting and Advertising Co.

Headquarters: THIBODAUX, LA. Lock Box 268.

CHAS. LINGO,
 LICENSED
BILL POSTER AND DISTRIBUTOR,
 AMERICUS, GA.

Best spaces and facilities for display.

Terms upon application.

LICENSED
 BILL POSTING,
 TACKING,
 DISTRIBUTING.

J. S. CRAIG,
 319 LEXINGTON AVENUE,
HASTINGS, NEB.

Own and Control all Boards and Privileges.
 20,000 Square Feet of Boards. POPULATION 15,000.

George H. Bubb,
 LICENSED
 City and Suburban
Bill Poster and Distributor,
 OFFICE, 502 PINE STREET,
WILLIAMSPORT, PA.

DISTRIBUTION

Possibly in no other branch of advertising can better results be realized than that of distributing, if done in a thoroughly systematic manner; to that end I have engaged a competent corps of special carriers for the thorough distribution of Cards, Circulars, etc. My system is perfect and covers a thorough house-to-house delivery. My rates are as low as it is possible for me to make them for faithful work. A single trial will convince the most skeptical.

LIST OF MEMBERS. CORRECTED MONTHLY.

INTERNATIONAL BILL POSTING ASSOCIATION

Of the United States and Canada. Formerly the Inter-State Bill Posters' Protective Association.

OFFICERS.

P. F. SCHAEFER, President, Chicago.
 P. G. STOUT, 1st Vice-Pres., St. Louis.
 HARRY MUNSON, 2d Vice-Pres., New York City.
 GEO. H. SIEBE, 3d Vice-Pres., San Francisco.
 CHAS. C. MAXWELL, Treasurer, Lincoln, Ill.
 CLARENCE E. RONEY, Secretary, Waukegan, Ill.

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 ALBERT WEBER, New Orleans, La.
 F. M. EDWARDS, St. Louis, Mo.
 W. H. DONALDSON, Cincinnati, O.
 HARRY STOOFS, Chattanooga, Tenn.
 L. M. CRAWFORD, Topeka, Kan.
 J. E. GIRARD, Erie, Pa.
 GEO. ROBINSON, Fort Worth, Texas.
 O. J. JOHNSON, Galesburg, Ill.
 P. M. COOLEY, Binghamton, N. Y.
 C. B. WOODWORTH, Fort Wayne, Ind.
 D. C. BENJAMIN, Windsor, Ont.

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P. F. SCHAEFER, Chicago, Ill.
 FRANK P. MYERS, Danville, Ill.
 BORU MARVIN, Aurora, Ill.
 W. C. TIEDE, Racine, Wis.
 L. P. CARD, Harvard, Ill.

BOARD OF PROMOTION.—To be appointed by the President, and composed of one member from each State.

TOWN.	STATE	MEMBER.	POP'N.	TOWN.	STATE	MEMBER.	POP'N.
Pine Bluff	Ark.	Chas. Senyard	18,000	Alpena	Mich.	R. Nolan	13,000
Texarkana	"	Jas. Doyle	16,000	Cheboygan	"	A. J. Finn	7,000
Los Angeles	Cal.	Merchants' Ad-Sign Co.	55,000	Coldwater	"	John T. Jackson	5,000
Oakland	"	Belasco & Co.	50,000	Ithaca	"	James Donaldson	2,000
San Francisco	"	Siebs & Green	350,000	Manistique	"	Guinan & McLeod	3,000
Santa Cruz	"	L. A. Daniels	8,000	Marquette	"	John B. Hebert	20,000
Woodland	"	Dietz & Glendening	5,000	Saginaw	"	C. P. Sherman	65,000
Key West	Fla.	Ball & Johnston	25,000	Saginaw E. S.	"	Geo. F. Neithercott	50,000
Jacksonville	"	A. M. Keller & Co.	32,000	Albert Lea	Minn.	J. A. Fuller	4,800
Boise City	Idaho	Elmo Gordon & Co.	8,000	Austin	"	P. H. Zenders & Son	8,500
Alton	Ills.	Temple Bill Posting Co.	17,000	Brainerd	"	Chas. H. Faichner	6,000
Anora	"	Boru Marvin	25,000	Faribault	"	Jacob Fink	7,600
Belleville	"	L. E. Tiemann	20,000	Henderson	"	E. B. Haney	1,500
Bloomington	"	Chas. E. Perry	28,000	Mapleton	"	C. H. Brown	1,000
Cairo	"	H. F. Malinski	20,000	Northfield	"	H. U. Ensign	6,000
Carrollton	"	W. D. Moore	3,500	Owatona	"	Morehouse Bros.	5,187
Centralia	"	Reinhardt & Moore	8,000	Red Wing	"	Wm. M. Cline	9,000
Champaign	"	Seldon L. Nye	10,000	Rochester	"	W. S. Atkins	6,300
Charleston	"	J. A. Parker	7,000	St. Peter	"	Henry J. Ludcke, Jr.	5,000
Chicago	"	Chicago Bill Posting Co.	1,500,000	Stillwater	"	Mrs. V. C. Seward	19,500
Clinton	"	Arthur & Savelly	5,000	Waseca	"	A. D. Goodman	3,500
Danville	"	Frank P. Myers	16,000	Winona	"	Henry Werner	25,000
East St. Louis	"	P. G. Stout Sign and Bill Post'g Co.	31,000	Corinth	Miss.	W. E. Patton	3,000
Effingham	"	Warren & Austin	8,000	Jackson	"	Joe Brown	7,000
Elgin	"	Fred W. Jencks	25,000	Dexter	Mo.	S. E. Mo. Bill Posting & Dist'g Co.	45 Towns
Farmer City	"	W. S. Young	2,000	Hannibal	"	Watson & Price	12,000
Flora	"	Edwin E. Lewis	3,000	Kansas City	"	Advert'g Agents, Circular Adv'g Co.	12,000
Freeport	"	Richard Wahler	15,000	St. Joe	"	M. Crawford	65,000
Galesburg	"	O. J. Johnson	20,500	St. Louis	"	Huest-Stout Sign Co.	611,000
Geneseo	"	Murray Bros.	5,000	Butte	Mont.	W. E. Kendrick	15,000
Harvard	"	L. P. Card	2,500	Hastings	Neb.	J. S. Craig	15,000
Henry	"	Fred S. Schaefer	3,000	Phillipsburg	N. J.	Wm. K. Detewiller	10,000
Hoopston	"	R. H. Levin	3,500	Sante Fe	N. M.	A. M. Dettleback	10,000
Jacksonville	"	Geo. W. Starks & Son	15,000	Albany	N. Y.	Capitol City Bill Posting Co.	75,000
Joliet	"	DeLong & Biederman	30,000	Binghamton	"	Binghamton Bill Posting Co.	37,000
Kankakee	"	Geo. A. Weber	10,000	Jamestown	"	Mark Woodworth	17,000
Kansas	"	Gill & Propst	1,800	New York	"	Fred Leach	17,000
La Salle	"	D. F. Cline Bill Posting Co.	12,000	Oswego	"	Harry Munson	1,515,000
Lincoln	"	Chas. C. Maxwell	10,587	Troy	"	Jam W. Hoke	1,515,000
Lockport	"	Geo. B. Norton	10,000	Marion	Ohio	C. S. Houghtaling	1,515,000
Marshall	"	Victor Janney	15,000	Norwalk	"	F. E. Monroe	26,000
Mattoon	"	Chas. Hogue	10,000	Piqua	"	Mrs. M. E. Dundon	75,000
Moline	"	Lundahl & Ritter	15,000	Windsor	Ont.	D. C. Benjamin	16,000
Morris	"	Billy Floyd	4,000	Eric	Pa.	Joseph E. Girard	45,000
Mt. Vernon	"	Col. Malone	7,000	Easton	"	Wm. K. Detewiller	15,000
Murphysboro	"	J. J. Friedman	10,000	Nanticoke	"	Oplinger & Butkiewicz	14,000
Neoga	"	Simpson & Abercrombie	1,200	Phillipsburg, Pa.	"	Norley Bros.	20,000
Oak Park	"	Western Bill Posting Co.	50,000	Washington	"	Andy Means	20,000
Olney	"	A. E. Shultz	4,000	Providence	R. I.	Old Colony Bill Posting Co.	150,000
Ottawa	"	F. A. Sherwood	12,000	Pawtucket	"	J. E. MacMahon	35,000
Pana	"	Lou Roley	7,000	Charleston	S. C.	W. T. Keogh	55,000
Paris	"	L. A. G. Schoff	6,000	Chattanooga	Tenn.	Stoops Bill Posting Co.	50,000
Pekin	"	Chas. Duisdicker	10,000	Brownwood	Texas	Pecan Valley Bill Posting Co.	5,000
Peoria	"	Chamberlain-Barhydt & Co.	62,000	Temple	"	F. A. Venney	5,000
Peru	"	Bernhart Steil	9,000	Pt. Worth	"	Geo. M. Robinson	12,000
Petersburg	"	J. C. Bishop	4,000	Newport News	Va.	James G. Ward	12,000
Rock Island	"	Steve P. Miller	40,000	Charleston	W. Va.	E. H. Carwethen	15,000
Rock Island	"	Homer Hostetter	30,000	Appleton	Wis.	Appleton Bill Posting Co.	12,500
Springfield	"	Horn Bill Posting Co.	30,000	Burlington	"	Sauk Co. Bill Posting Co.	7,000
Streator	"	J. E. Williams	15,000	Stang Bros.	"	See Grand Rapids, Wis.	3,600
Tolona	"	A. H. Smith	1,200	Centralia	"	See Monroe, Wis.	5,000
Urbana	"	Seldon L. Nye	5,000	Darlington	"	Carl Stussy	25,000
Vandalia	"	J. M. Enck	3,000	Hau Claire	"	P. B. Haber	15,000
Watska	"	Braden Bros.	3,500	Fond du Lac	"	A. W. Rumsey	5,000
Waukegan	"	G. Roney & Son (18 cities)	12,000	Grand Rapids	"	J. H. Mallory	18,000
Carlisle	Ind.	R. J. Chilcote	1,000	Green Bay	"	Spencer Bill Posting Co.	12,000
Covington	"	Samuel Martin	2,000	Janesville	"	John D. Lawe	12,000
Evansville	"	P. M. Groves	75,000	Kaukauna	"	Jos. G. Rhode	12,000
Fort Wayne	"	Pt. Wayne City Bill Posting Co.	50,000	Lacrosse	"	Aug. Erickson & Co.	28,000
Hammond	"	Stouder & Smith	50,000	Marinette	"	See Menominee, Mich.	20,000
Indianapolis	"	Hammond Bill Posting Co.	150,000	Marshfield	"	Sexton Bros.	5,000
North Vernon	"	Empire Bill Posting Co.	15,000	Menasha	"	See Neenah, Wis.	10,000
Peru	"	Frank Haney	2,500	Menominee	"	W. S. Schmidt	7,000
Rushville	"	Chas. W. Stutesman	8,000	Merrill	"	Ira A. Stone	9,000
Shelbyville	"	Grand M. Carr	5,000	Monroe	"	F. W. Payne	5,000
Terre Haute	"	T. F. Chafee & Son	8,000	New London	"	W. Lansing	10,000
Vincennes	"	J. M. Dishon	40,000	Oconto	"	J. C. Hickey	5,000
Wabash	"	Ellis N. Sparrow	12,000	Oshkosh	"	J. H. Williams	32,836
Ardmore	Ind. T.	Henry Herff	12,000	Peshigo	"	See Menominee, Mich.	2,500
Burlington	Iowa	W. R. Burnitt	6,500	Portage	"	A. H. Carnegie	2,600
Estherville	"	Chamberlin, Barhydt & Co.	26,500	Prairie Du Sac	"	Sauk County Bill Posting Co.	1,000
Fort Madison	"	Warren Lewis	1,500	Reedsburg	"	"	1,700
Keokuk	"	Chas. H. Salisbury	12,000	Sauk City	"	"	1,000
Marshalltown	"	A. A. Bland & Son	20,000	Racine	"	Mrs. W. C. Teide	25,000
Muscatine	"	Wilbur H. Evans	13,000	Ripon	"	T. D. Stone	5,000
New Hampton	"	LaGrille-Schneider Bill Posting Co.	15,000	Schullburg	"	See Monroe, Wis.	5,000
Sioux City	"	R. R. Garver	2,000	Sheboygan	"	The Kempf Bill Posting Co.	21,130
Fort Scott	Kas.	A. E. Beall	40,000	Stevens Point	"	O. A. Cole	10,000
Lawrence	"	Ft. Scott Bill Posting Co.	15,000	Watertown	"	Geo. V. Evans	10,500
Leavenworth	"	A. M. Poff	12,000	Waukesha	"	Cad F. Mevis	10,000
Topeka	"	J. D. Bowersock	12,000	Wausau	"	C. S. Cone	9,500
Wichita	"	L. M. Crawford	25,000	West Superior	"	Harry Brunell	25,000
Ottawa	"	L. M. Crawford	40,000	West Superior	"	The Fetcher Tri-City Co.	25,000
Danville	Ky.	D. R. Whipple	8,000	Laramie	Wyo.	H. E. Root	25,000
Owensboro	"	Boyle Nichols	5,000	Dayton	Wash.	Days Advertising Co.	25,000
New Orleans	La.	G. H. Planford	10,000				
Baton Rouge	"	Albert Weber	300,000				
Eastport	Maine	H. H. Beale	11,000				
Boston	Mass.	Alfred O. DeVille	8,000				
Brockton	"	J. A. Muldoon	500,000				
Lynn	"	Boston Bill Posting Co.	40,000				
		See Providence, R. I.	60,000				
		Dodge & Harrison	60,000				

MEMBERS.

POSTER PRINTERS.

P. B. Haber Printing House.....Fond du Lac, Wis.
 Donaldson Lithographing Co.....Cincinnati
 Greve Lithographing Co.....Milwaukee
 Great Western Printing Co.....St. Louis
 Calvert Lithographing Co.....Detroit
 Hennegan & Co., Show Printers.....Cincinnati
 R. J. Gunning & Co., Bulletin Painters.....Chicago

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 Jam. W. Hoke....." "
 W. E. Fulford.....Chicago, Ill.
 P. F. Schaefer....." "
 P. G. Stout.....St. Louis, Mo.

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 W. H. Steinbrenner.....Cincinnati
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 Merchant's Ad-Sign Co.....Los Angeles, Cal.

NATIONAL INSPECTOR.

Chas. B. Kittredge.....Waukegan, Ill.

ATTORNEYS.

Tarrant & Kronshage.....Milwaukee, Wis.
 Maxwell & Maxwell.....Lincoln, Ill.

SCALE OF PRICES.

Cities of 1,000 to 5,000 popul'n, 3c. per sheet, 30 days.
 " 5,000 to 10,000 " 4c. " "
 " 10,000 to 20,000 " 5c. " "
 " 20,000 to 40,000 " 6c. " "
 " 40,000 to 50,000 " 7c. " "
 " 50,000 to 100,000 " 8c. " "
 1st week. 2d week. 3d week. 4th week.
 3c. 2c. 2c. 2c.
 Cities 100,000 and upwards (except New York City) per
 month, 12c. per week, 3c. per sheet.
 New York City, 14c. per month.
 One sheet scattering, 3c. per sheet, 15 days

PRICES FOR CIRCUS WORK.

All stand work on protected boards, 15c. per running
 lineal foot, or 4c. per sheet per week
 New boards, 20c. per running lineal foot, for not over
 30 days' showing.
 Single sheets, not listed, 3c. per sheet.

CARD AND TIN TACKING.

4x 8 to 5x14 equals 70 square inches, 1c. each.
 5x14 to 6x18 " 108 " " 1 1/2c. "
 6x18 to 6x24 " 144 " " 2c. "
 6x24 to 6x30 " 180 " " 2 1/2c. "
 6x30 to 12x18 " 216 " " 3c. "

For odd work figure price nearest to above in square
 inches.
 Tacks to be furnished by the advertiser.

DISTRIBUTING.

Distributing 3,000 articles not over 2-ounce weight
 \$2.00 per thousand.
 Distributing 5,000 articles, not over 2-ounce weight,
 \$1.75 per thousand.
 Over 5,000 lots, rates will be made on application.
 Country-team route, double above prices.

CLOTH BANNER SIGNS.

7x6 to 14x11—154 square inches, 2c. each.
 14x6 to 21x28—588 " " 3c. "

SUCCESSFUL BILL POSTING

PRIMARILY DEPENDS UPON FOUR THINGS:

MERIT IN THE ARTICLE;
A "CATCHY" DESIGN;
RELIABILITY IN THE SERVICE;
PROMINENCE OF LOCATIONS.

There are other minor considerations, the four above points, however, decide the failure or success. If you have the first point, then you should

Post St. Louis,

the great "store-house" of the South-West, where we will take care of the other three for you. Backed with unlimited capital, with 20 years successful study of the needs of the commercial advertiser directing every move,

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