

BILLBOARD

ADVERTISING.

VOL. IV., No. 8.

CINCINNATI, SEPTEMBER 1, 1896.

PRICE 10 CENTS
PER YEAR, \$1.00

BILLING LIKE A CIRCUS.

The circus guild was the first to adopt and utilize the billboard. The observer does not have to retrace the years of the present century beyond the forties to note the earlier billing of peripetetic exhibitional enterprise, and to associate the marvelous advancement of the art of posting with that of poster printing.

Crude indeed was the early show poster. A single double-medium sheet, printed in one color, on a Franklin or Ramage hand press, on a form composed of the most primitive of type, was then the acme of poster printing. From far and near the populace gathered 'round to scan the wonders and marvels of which this poster was an epitome. It was a departure from the handbill, the circular, or the newspaper advertisement, and managers were quick in discovering their utility. They found that by using the poster, their receipts were more than doubled, and that the terseness and conciseness of the lines, and their prominence on the walls, at the post-office, or under the porch of the village inn, invited the attention of a major portion of the population that could be drawn in no other way equally efficient.

These circus men, reasoning from analogy, said to themselves, "If a one sheet bill, in one color, proves so efficacious, why not two or more bills in two or more colors?" To think was to act; nor was the printer less zealous in seconding and perfecting the idea thus advanced. Demand creates supply; and in a marvelously brief time the arts of poster printing and of posting grew apace. It is now by no means an occurrence unusual to see a single poster of thirty-two sheets, and in six or seven colors, associated with numberless others of greater or less dimensions on the walls, advertising a single enterprise or attraction. Within the experience of the writer of this screed—an old circus advertiser—a hundred-foot billboard was a marvel of bill-posting achievement, to cover which duplicate and even triplicate bills were often necessary. Yet the effect of this hundred-foot board in increasing receipts was such that managers were quick to take advantage, and now boards of seven hundred feet in length and twelve feet high are every-day affairs.

The desideratum thus attained by the judicious use of the poster, has not been lost on the shrewd and enterprising advertiser of many other guilds, or professions, than that of the circus man. Thus they reason:

"If the use of the poster has been one

of the main levers in accumulating colossal fortunes to such men as Seth B. Howes, W. W. Cole, John Robinson, P. T. Barnum, or James A. Bailey, why will not the poster be of equal advantage in bringing my wares, my merchandise, my manufactures, my railroad, my gold, or coal, or copper mine before the public? What is sauce for the goose is sauce for the gander, and if poster work is so extraordinarily profitable to exhibitional enter-

prise for the public. And, as demand creates supply, the bill-posting organizations throughout the Union are ably and effectually supporting their efforts. There is scarcely a town or city in America but has its permanent billboards of more or less extent, controlled and managed by energetic and capable men who, as a rule with scarce an exception, can be relied on to faithfully and intelligently perform the work entrusted to them.



J. G. ASBURY.

prises, there can be no valid reason why it should not be equally profitable to my enterprise."

To bill like a circus is, therefore, day by day, increasing in custom with others than those of the circus profession. Self-evident propositions can not be ignored, and practical manufacturers and manipulators of important enterprises are pulling out of the old ruts of advertising, and are adopting the poster as the most efficient and remunerative means of bringing their commodities or ventures be-

J. G. ASBURY.

The portrait that adorns our first page this month is a good likeness of J. G. Asbury, of Indianapolis and New York, one of the most widely known sign advertisers of the age.

And speaking of age, the person don't live that knows Asbury's; Punch Wheeler would say that he is a hundred-and-one, and has been for the past century. Anyhow, those who knew him twenty years ago will tell you that he did n't look a day older than he does now. Asbury himself admits to thirty.

One of Mr. Asbury's first experiences with sign advertising was way back in the seventies (or was it in the sixties?) when he secured a contract from Blackwell's Durham Tobacco Co. for signs covering the entire southern country; after which he joined the Pearline forces and painted Pyle's Pearline from Nova Scotia to Mexico.

Then came Mail Pouch Tobacco, covering the railroad lines of ten States. This order required two years in its execution, and at its completion more territory was contracted for. Afterward the entire order was duplicated for renewal, and so well was the painting done, and so strong were the leases on the locations that thousands of the signs still stand in almost as perfect condition as if just painted.

So satisfactory was the experience of the Mail Pouch people with sign advertising as originated for them by Mr. Asbury, that they adopted the system on a large scale, and have, for a number of years, employed their own force of painters.

Mr. Asbury's more recent work has been mainly for the Admiral Cigarette and the I. W. Harper Whisky, and our New York Notes for the past few issues have told of the splendid showing that he is giving Harper Whisky in New York City at the present time.

Mr. Asbury's thorough knowledge of the business, gained by hard knocks at the scaffold itself, has peculiarly fitted him for handling men, and for judging of the quantity of work each employe should be capable of putting up under varying circumstances; and he can figure almost to the cent of the exact cost of the material required in doing the work.

As a usual thing he takes only one article at a time to advertise, and then gives that article his undivided attention. He makes it a rule to drop down unexpectedly on his men, no matter where they may be working, nor how far away they may think him. And when necessity arises, he can don the overalls and grab a paint brush, and knock out as many thousand feet as the best of his men.

Greeley's Opinion.

One day a minister called on Horace Greeley to get a subscription for a temperance society. Greeley paid little attention to him. The minister kept insisting that he would speak to him. Finding the usual way fruitless, he said, in a somewhat loud tone: "Mr. Greeley, I want to get a subscription from you for the society to prevent people from going to hell." "Clear out!" said Greeley, "I will not give you a cent. There are not half enough people going to hell now."



IMPORTANT.

To the members of the International Bill Posting Association.

Dear Sir and Brother—On another page in this issue, and each succeeding issue, will be found a corrected list each month of all members in good standing. The association voted to pay fifty dollars per month for this page, and all members in arrears over sixty days will be dropped from this list, and will not be reinstated until ordered to do so by the chairman of the Board of Directors. As all advertisers throughout the country depend on this list, you will see the importance and benefit of leaving your name always before them. There is going to be lots of bill posting and distributing sent out this fall, and to insure your name being in this directory, it is important that you comply with above request.

Fraternally yours,
P G STOUT,
First Vice-Pres.

OFFICE HOURS.

The circus agents will tell you that while there is scarcely a man in town who is better known than the bill poster, no one on earth is so hard to find. This, of course, refers to the towns and cities of the second class where the bill poster is compelled to hang his own paper, either in whole or in part, which makes his going and coming a matter of great uncertainty.

The circus agents do not mind the inconvenience that this state of affair entails. They have put up with it for so long that they have become inured to the accompanying loss of time and exasperating delays.

Now that the commercial firms are going on the boards, however, the case is quite different. Agents and inspectors of large mercantile concerns cannot afford to lose even a fractional part of a day and will not brook such conditions.

Every bill poster owes it to himself and the rest of the craft to remedy this evil. It can be effectually done in a very simple manner. Follow the plan in use by physicians. Adopt a schedule of office hours. Have them incorporated into a neat sign for the office door and then—stick to the office during office hours.

Everybody can read a picture. Its meaning is plain to the German, the Scandinavian, the Italian or the illiterate American. Moral: speak to the masses in pictorial language.

A. C. A. Messler, of Port Jervis, N. Y., is ready for a big fall trade, which is surely coming.

EARLY BILLBOARDS.

Speaking of billboards now so extensively used by managers of theaters, circuses, patent medicines, and by all large advertisers, an Exchange says: "Billboards came into use as articles upon which announcements and proclamations were pasted in London about the year 1740. A man by the name of Loomis who had been a street cryer, obtained permission from the authorities to erect on vacant lots a number of boards upon which he placed official advertisements of the city, and he received a small stipend from the municipal authorities for the service. The erection of these boards, and the matter placed upon them, of course, attracted the attention of the populace, and they were constantly surrounded by crowds reading the announcements. This fact struck the fancy of a Jew clothier as being an admirable plan to get an advertisement of his goods and place of business before the people, and he applied to Loomis for permission to have his proclamation pasted on the same boards with the official announcement. Loomis, being under the direction and in the pay of the city authorities, could not agree to this proposition without consulting his supervisors, and this was done. The council debated long and seriously over the matter, and at last gave their consent on condition that the Jew pay the city so much a year for the privilege. This was agreed to, and the billboard and its covering was brought into existence as one of the necessities of commerce. The Jew's example was followed by other merchants, and as Loomis received a commission on all the new contracts made for billboard work, he soon had a flourishing and profitable business, and his boards could be found in every quarter of the city. The idea, being new and novel, spread as such things do, and it was not long until the billboard was found in every civilized country. The idea, which originated with Loomis, has been enlarged and expanded until now there are no cities but what have their bill posters, with miles of boards, the whole forming valuable and profitable incomes to those engaged in the business.

The poster's the thing. It's quick, effective economical.

The American Type Founders' Co. have now the exclusive sale of the Empire Show Printing Co.'s plant, and will dispose of same in whole or in part.

The Minnesota Bill Posters' State convention failed to get a quorum for their meeting at Minneapolis, August 28th, 1896.

A BILLBOARD CENTRE.

It is doubtful whether any of the metropolitan cities can outrival Chicago as a vantage ground for the billboard advertiser. The number of boards in Chicago may not be proportionately larger than that of other and smaller cities, but it is the location of the boards that gives the Garden City its pre-eminence. The billboards that are seen by the greatest army of people, are the best for the advertiser—location is the chief factor.

In Chicago, along the trunk lines of the surface street railways, within the heart of the city almost, are acres of sign boards. The thousands of people who daily patronize the systems, must necessarily pass them. There is no escaping the sign board, and the average Chicagoan knows the names of the more prominent advertisers by rote.

There is much railroad property in the centre of the city which is enclosed by high fences controlled by the bill posting people. Here and there is a bit of unimproved property which is preempted by the billboards, while along the main thoroughfares not a few are not averse to renting billboard privileges on their buildings in these stringent times. There is always a number of buildings in process of renovation or demolition in the down town district which are seized upon for poster and sign display.

As an illustration of the billboard advantages possessed by Chicago, the "south side" may be mentioned. There are three trunk lines of street railways which run into the city's heart. They are the Wabash Ave. and the State St. cable and the Clark St. electric line. These systems receive the "transfers" of innumerable lines. Everyone who comes down town, traverses one of the three streets. Along State and Clark, the railroad tracks give exceptional opportunities for paint and poster, inasmuch as the tracks are fenced in along the streets. On Wabash Ave there is unimproved

property, to say nothing of houses, completely fenced in and plastered with boards.

This is within a mile or two of the court house. Further out, the signs and bills are more rampant, but there "circulation" is not so large, and so they are not so profitable as those farther in.

It is rumored that W. H. Gardner, of the Buffalo Bill Shows, will embark in the bill-posting business in the near future. He does not say where, but it is said that it will be in one of the big cities. There are two other ventures in contemplation. These latter are going in to make a big fight in two prominent cities simultaneously, the idea being that if they only succeed in winning one, they will be ahead of the game. We are not at liberty to disclose the names of the gentlemen identified with this latter movement, but they are prominent in the show business, and possess ample financial backing. Can you guess?

The *Poster* has gone the way of all things attempted by Will. M. Clemens, and unexpired subscriptions will be filled by the *Red Letter*, the new exponent of the *Poster* collecting craze, which comes from Boston—the home of the *Police News*. The *Red Letter* is all right after its kind, and will be appreciated by all *Poster* people. If a dealer has any such on his list, he should not fail to show them a copy. E. B. Bird is the art director, and his own work for the magazine is enough to make it much sought for by those of the cult. Retail at 10 cents, and supplied by the monopoly.—*Book and News Dealer*, San Francisco.

Middletown, N. Y., Sept. 4, 1896.
Editor BILLBOARD ADVERTISING.
Cincinnati, O.

Gentlemen—It has been suggested that I send you the following correspondence which has taken place between A. Van Buren & Co. and myself.

Yours very truly,
HORACE W. COREY.

Middletown, N. Y., August 24, 1896.

A. VAN BUREN & Co., 128 Fourth Ave., New York.

Gentlemen—On August 21st we wrote you as follows: "Why do we not receive check for posting twenty sheets, Pepsin Chewing Gum, shipped July 1st, and for which we sent statement since," to which you replied: "Because we have not received the money from the advertiser. We are responsible," etc. "You little daub bill posters make a business man tired."

You certainly may consider yourselves business men, but you are not gentlemen. You ask us to do some work for you which we did with neatness and dispatch. We waited the usual thirty days, and sent statement. We waited two weeks more, and as the matter came up among other unfinished business, wrote you courteously and in a business way calling your attention to it, and this you say, "makes you tired," so you write us an insulting letter. What was there in our letter to call for any such expression from you? If your business is of such magnitude that you want an extension of time for \$1.80, why did not you say so? What you did say was, "when the work is done, send us the bill, and it will be promptly paid." We simply carried out your instructions, and supposed in the rush of your "vast" (?) business you had possibly overlooked it. We certainly had no intention of "making you tired," overtasking your business capacity, or impairing your capital. To the extent that we have unconsciously erred in this respect, we crave pardon. Possibly under the circumstances, however, we may be pardoned for expressing our opinion that it is just such "jays" as you that keep the bill-posting business more or less "queered." The writer would cheerfully give just ten times this little bill to have his good right hand on the back of your neck for five minutes, while he applied the toe of his boot to the place where the seat of your intelligence evidently is located. "Makes you tired," does it? You sneaking, cowardly cur! To write us from a safe distance of sixty miles, what you would not dare say for one minute to our faces. If you are "America's Greatest Bill Posting Co.," then may the Lord in his infinite wisdom have mercy on the rest of the craft, and grant us our wish to some time have an half hour in a nice quiet room alone with you (or the author of your letter) and our thoughts.



BOND, of Boston.

WHAT THE DISTRIBUTORS ARE DOING

Owing to pressing business engagements and a perfect flood of correspondence which has engaged his entire time and attention, Mr. W. H. Steinbrenner found it impossible to prepare a list of members in good standing of the International Association of Distributors. He promises to have it ready for our October issue.

The attention of general advertisers is directed to the advertisement of the International Association of Distributors on another page of this issue. The difficulty encountered in the past in securing reliable service in the matter of house-to-house distribution of circulars, booklets, samples, etc., has, to a large extent, been overcome by this organization. It is composed exclusively of men who are enthusiastic distributors, and is operated exclusively in the interest of advertisers, the members wisely recognizing that in this way they can best subserve their own interest, and increase their clientele of patrons. Advertisers may rely upon the fact that the members of this association are thoroughly reliable. No one can join it unless he can produce the most emphatic recommendations as to his honesty, industry and reliability.

Furthermore, the association as a whole guarantees the work of its individual members by a standing offer to reimburse any advertiser for any loss he may sustain at their hands. The scheme is a good one, and many of our large advertisers could profitably look into the details of its workings.

The Thompson Diphtheria Cure Co., of Williamsport, Pa., are covering the South and West with circulars. Distributors will do well to write them.

The Newark Bill Posting Co., of Newark, N. J., have joined the International Association of Distributors.

Geo. M. Leonard, of Grand Rapids, Mich., is a member of the International Association of Distributors.

Owen & Co., distributors, of Detroit, Mich., have joined the International Association of Distributors.

The Dr. Norton Remedy Co., Rialto Bldg., Chicago, are putting out a booklet.

Look after campaign work while you are resting; it helps to make your cash accounts show on the right side.

This is the dull season, and distributors should put in their spare time soliciting fall and winter orders.

W. H. Case, third vice-president of the I. A. D., Ft. Wayne, Ind., has just completed distributing 15,000 each for The Thompson Diphtheria Cure Co., of Williamsport, Pa., and The Dr. Norton Remedy Co., of Chicago, Ill.

Mrs. M. E. Dundon, of Troy, N. Y., has the honor of being the first lady member of the International Association of Distributors.

James L. Hill, soliciting secretary of the I. A. D., wants bids on house-to-house distribution of almanacs in towns of 10,000 and less in Illinois, Ohio, and Indiana. Address, 316 1/2 Cedar street, Nashville, Tenn.

The Globe Tobacco Co., of Detroit, Mich., are putting out samples of their Blue Label Cut Plug.

W. H. Steinbrenner, of Cincinnati, O., has closed contract with The Thompson Diphtheria Cure Co., of Williamsport, Pa., for the distribution of 60,000 pieces of their advertising matter.

Fort Wayne, Sept. 8, 1896.

W. H. STEINBRENNER, Sec'y-Treas. I. A. D., Cincinnati, O.

Dear Sir—The advertising matter of the "Lincoln Tea Co.," of this city, will hereafter be handled by the members of the International Association of Distributors, EXCLUSIVELY. Non-members will save postage stamps, etc., by not writing them. Please advise to that effect.

Fraternally,

THE HUSTLER ADVERTISING CO.
Per W. H. CASE, 3d Vice-Pres.

BOSTON BUDGET.

The Boston Bill Posting Co., succeeding to the business of J. T. Wogan & Co., are rapidly enlarging their plant, and have lately added a phone to their office equipment, connecting them over the long-distance wires with New York and the West.

The theaters here divide their posting between the two big firms, and have started in this season to do more and larger stand work than ever before. Only one or two houses try to do their own work, all the others preferring to patronize the posting firms as they control all the best positions.

Donnelly, the energetic, has taken over the bill posting business run for years by the Ericksons, of Charlestown. Now all contracts for work in the Bunker Hill district will be made through Donnelly's new Boston office, at 7 Knapp street.

The World's Food Fair that opens October 6th, promises to be a big success. The spaces are fast being taken by the large general advertisers of the country, while in Boston the press and public are showing much public spirit in furthering the interests of the enterprise.

GERALD DEAN

A Peculiar Order.

Along about the middle of May last, the Great American Engraving and Printing Co., now the oldest show printing house in the country, received an order from a prominent circus for a set of dates for every week day in each month from May 1 to November 15. Each set of dates consisted of 5 6-sheet dates, 15 3 sheets, 50 1-sheets, 100 1/2-sheets, 150 1/4-sheets, 200 1/8-sheets, and there were 171 days to do. In an ordinary printing office this would be a long job to execute as the 6 and 3-sheet dates had to be pasted before shipping; but the Great American Co. executed this order, and shipped the same within three days, without working an hour over time. If a printer will take out his pencil and figure carefully on this order, he will readily see the magnitude of the same, and the expense of it also.

In Los Angeles.

McLain has had from the alcaides the privilege of posting over the city engine houses pictures of be-bloomered and unbloomered individuals and stunning bargains. The compensation to the city has been nothing. Now comes a proposition from a new advertising company to pay two dollars per month for the privilege of posting bills on engine house No. 4 as a starter. It is referred to the chief.

The Mullen-Blackledge Co., of Indianapolis, manufacturers of Columbia Soups and Catsups, are negotiating with the various contractors with the expectation of posting this fall and winter.



JOHN EDWARD STROYER.

The subject of this sketch was born on the 17th day of July, 1869, at Rochester, N. Y. He received a public school education. His father died when he was but a mere boy, thus throwing him upon his own resources. He secured employment in a printing office, and learned the trade of job compositor, working at the same for a number of years. About a year ago he started a distributing business in Rochester, and is determined to give all advertisers good service for their money. He was recently elected first vice-president of the International Association of Distributors.

Poster Printers

The Central Show Printing Company of Chicago, is running day and night. They have two separate and distinct shifts of men, one of which goes on at 7 A. M. and works until 6 P. M. The other going on at 7 P. M. and working until 6 A. M. Even with these efforts this popular house finds it impossible to keep up with its orders. Prosperity such as this is almost unexampled in these hard times.

The Lotus Press (Nathan Bros.), 140 West 23rd Street, New York, than whom there are no more artistic printers in America, seized the opportunity afforded by the coming of Li Hung Chang to send out a neat and unique little advertising scheme. It is a miniature Chinese umbrella. It is enclosed in a wrapper, upon which the following legend appears:

LI HUNG CHANG
Special Ambassador from the Emperor of China, will arrive in New York by the steamship St. Louis, on Friday, August 28th, 1896. Keep this souvenir of the event as a reminder that THE LOTUS PRESS are the most enterprising printers in the United States, and that now is the time to prepare for the fall trade. Successful business men need a printer with ideas. We can't work as cheaply as they do in China, but we don't have to go abroad for our ideas.
THE LOTUS PRESS
Printers
140 W. 23d St., N. Y.

The Enquirer Job Printing Company is once more enlarging its facilities in order to keep pace with its ever growing volume of trade.

C. F. Libbie, of the Libbie Show Print, Boston, reports good business and thinks well of the outlook for the coming season.

The Great American Show Printing Co. have already entered on their Fall boom.

The covers of *Profitable Advertising*, lithographed by the Strobridge Lithographing Co., of Cincinnati, are simply superb.

The Dando Printing and Publishing Co., of Philadelphia, have favored us with a sample of the Egyptian poster recently issued by them. It is printed in the flat colors of the Egyptian school and is decidedly odd and interesting.

F. M. Edwards, Manager of the Great Western Show Printing Co., of St. Louis, was a BILLBOARD caller August 11th.

When you post a town, do it thoroughly. Bear in mind that after you have put up the customary number of sheets, and obtained the usual showing, every additional stand that goes up, will appear like two or three. If you create the impression that you have lavishly covered the town, that fact in itself will lend great potency to your effort.

Geo. Elston, City Bill Poster of Anaconda, Montana, is also chief of the fire department of that city.

CONSTITUTION AND BY-LAWS
OF THE
INTERNATIONAL
Bill Posting Association
OF THE
UNITED STATES AND CANADA.

ARTICLE I.

The name of this association shall be the INTERNATIONAL BILL POSTING ASSOCIATION OF THE UNITED STATES AND CANADA.

ARTICLE II.

The object of this organization is the mutual protection of bill posters, show printers, and advertisers; to protect the bill posters from doing work for irresponsible advertisers, and to protect the advertisers from being swindled by men who call themselves bill posters, but who are in reality only after a few paltry dollars that rightfully belong to bill posters who depend upon their honesty, honor, and integrity for a living.

Furthermore, our object and aim is to protect one another, and to secure the reputation and good name we all deserve, and show the country at large that there are none whose work and results show up as well as the International Bill Posting Association.

First object. To maintain prices.

Second object.—To secure work for the smaller towns, which have been overlooked by other associations.

Third object.—To band ourselves in a union for protection of one another—as an injury to one is then an injury to all.

Fourth object.—To weed out the ones who advertise they own and control all the billboards in the city, when in fact they don't own a board.

Fifth object. To furnish the advertiser with a *bona fide* list of responsible men, with their facilities, prices, etc., which saves them lots of trouble and annoyance.

Sixth object. Listed service to include a special inspection by the bill poster, and a report to our solicitors and the advertiser who they are receiving work from, each week during the time as to the actual condition of their stand work; blanks to be furnished for that purpose by the secretary.

Seventh object.—A recognition of the right of any advertiser to place bill posting in any city with the bill poster who does it most satisfactorily, providing the opposition does not cut prices.

Eighth object.—To influence members to a realization of the importance of using better paste, greater care in posting, better boards and better locations, cautioning them against the taking of more paper than the bill poster can handle.

Ninth object.—To furnish members with a list of advertisers whose credit is not good.

Tenth object.—To furnish members with a list of all advertisers who intend to do work in their city.

Eleventh object.—To secure members who are willing to have their work inspected by our traveling inspectors, and will treat them with due courtesy and respect.

Every branch of business, as a rule, is banded together for the purpose of benefiting themselves and their associates. "In Union there is strength;" our motto is, "Vim, Vigor, and Victory."

ARTICLE III.

Any poster printer, bulletin painter, advertising contractor, or any bill poster of good reputation and recognized standing (of any city), who owns (or leases) boards, may become a member upon the payment of the sum of three dollars membership fee and dues (Art. XVIII) and a bond in the sum of one hundred dollars with good securities, signed by at least one good, responsible business man, and

a resident of his own city, and approved by a two-thirds' vote of the officers, application signed by three good men recommending him as being in the bill-posting business, and recommended by the cashier of his city bank as good and sufficient securities, and agrees to abide and be governed by the laws and rules of this association, shall be eligible to membership therein.

ARTICLE IV.**ELECTION OF MEMBERS.**

SEC. 1. Any person eligible for membership, having complied with the requirements of the constitution, and having obtained the consent and endorsement of the members in said town, provided the association already has one resident therein, shall be accepted on probation by the secretary, and his name published in the official organ of the association.

SEC. 2. If no objection is received within thirty days from date of publication thereof, he shall become a member, and as such be entitled to all rights and privileges of membership.

SEC. 3. If any serious objection is entered, the name shall be withdrawn from publication, and the matter referred to the next regular meeting of the association for action.

ARTICLE V.**OFFICERS.**

The officers of this association shall consist of a president, three vice-presidents, a treasurer, and a secretary.

ARTICLE VI.

The directorate of this association shall consist of twelve members in good standing when elected.

ARTICLE VII.**EXECUTIVE COMMITTEE.**

The Executive Committee of this association shall consist of four members and the president.

ARTICLE VIII.**BOARD OF PROMOTION.**

The Board of Promotion and Publicity of this association shall consist of forty-five members, more or less, and shall be apportioned throughout the country in such manner as to have as nearly as possible one member from each State and Territory.

ARTICLE IX.**DUTIES OF THE PRESIDENT.**

It shall be the duty of the president to act as chairman at all meetings, and conduct all business according to parliamentary rules, to sign with the secretary all orders upon the treasurer, to call all meetings, and to carefully preserve all documents and valuables of any kind left in his charge.

ARTICLE X.**DUTIES OF THE VICE-PRESIDENTS.**

SEC. 1. In the event of the president's absence, the first, second, or third vice-president shall preside, taking precedence in the order named.

SEC. 2. They shall assist the president to the best of their ability in the discharge of his official duties.

ARTICLE XI.**DUTIES OF THE SECRETARY.**

SEC. 1. The secretary shall keep a complete and accurate record of the proceedings and deliberations of each and every meeting held by the association.

SEC. 2. He shall also keep a complete and accurate record of all business transactions and accounts of the association.

SEC. 3. He shall keep a true and accurate set of books for the association, and shall submit to the Finance Committee all accounts presented for payment, and have all books and documents open for inspection at all times.

ARTICLE XII.**DUTIES OF THE TREASURER.**

The treasurer shall receive and take care of all the funds of the association, and receipt therefor. He shall pay on presentation only those accounts which have been ordered to be paid by the president and secretary. He must at all times be ready to give a full account of the condition of the treasury. His official bond is fixed at \$2,000. At the end of his term he shall make a complete report of all moneys received and disbursed by him, and all the property of the association remaining in his hands.

ARTICLE XIII.**DUTIES OF MEMBERS.**

It shall be the duty of all members to obey strictly the constitution and by-laws of the association; to be prompt in the payment of dues and assessments; to attend regularly the meetings, and to aid in its welfare and prosperity by taking an active interest in its business by inducing all honorable members of the trade to join this association. Also, to maintain the standard of the bill posting business on a par with any other reputable industry, and create a fraternal feeling which will never die out.

SEC. 2. It shall be compulsory upon each member of this association to perform his work in an honest and straightforward manner, creditable to the association.

SEC. 3. Whenever any member has been imposed upon, defrauded or swindled, or has good reasons to believe that any advertiser is trying to defraud any member of this association in any way, he shall immediately notify the president, giving full particulars, and the chairman of the directors shall investigate the matter and report his opinion to all members in good standing, and a record of all such parties kept for further reference.

SEC. 4. All members of this association are required to sign the constitution, by-laws and regulations, and pledge themselves to comply with the same.

ARTICLE XIV.**DUTIES OF THE EXECUTIVE COMMITTEE.**

It shall be the duty of the Executive Committee, of which the president 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 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 into 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 this constitution, together with all other matter that may seem wise in the eyes of the Executive Committee.

ARTICLE XV.**DUTIES OF THE BOARD OF DIRECTORS.**

It shall be the duty of the Board of Directors to attend all meetings called by the president; to deliberate on all preliminary measures which are likely to engage the attention of the members in convention assembled; and to watch and promote the interests of the association at large.

ARTICLE XVI.**SCALE OF PRICES**

SEC. 1. The official schedule prices for bill posting shall be as follows:

Cities of 1,000 to 5,000 population, 3c. per sheet, thirty 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, per month, 9c.—1st week, 3c.; 2d week, 2c.; 3d week, 2c.; 4th week, 2c.; 100,000 and upwards (except New York

City 14c. per month), per month, 12c.—1st week, 3c.; 2d week, 3c.; 3d week, 3c.; 4th week, 3c. One sheet scattering, 3c. per sheet, fifteen days. All renewing of time paper to be furnished by the advertiser free of charge, and same to be done without additional charge.

SEC. 2. The scale of prices is not arbitrary or inflexible in the matter of purely local work, nor is it binding in cases where our member has or may have opportunity.

SEC. 3. **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 thirty days' showing. Single sheets, not listed, 3c. per sheet.

SEC. 4. **CARD AND TIN TACKING.**—4x8 to 5x14=70 square in., 1c. each. 5x14 to 6x18=108 " 1½c. " 6x18 to 6x24=144 " 2c. " 6x24 to 6x30=180 " 2½c. " 6x30 to 12x18=216 " 3c. "

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

SEC. 5. **DISTRIBUTING CITY WORK.**—Distributing 3,000 articles, not over 2-ounce weight, \$2.00 per thousand; 5,000 articles, not over 2 ounce weight, \$1.75 per thousand. Over 5,000 lots, rates will be made on application.

SEC. 6. **CLOTH BANNER SIGNS.**—7x6 to 14x11=154 square in., 2c. each. 14x6 to 21x28=588 " 3c. "

ARTICLE XVII.**GUARANTEED SERVICE.**

SEC. 1. The service rendered 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 by reason of dereliction of duty or non-performance of any stipulation of 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, which shall set forth the true value of the advertising matter entrusted to the offending member, together with the amount of freight or express charges and the sum paid to said offending member for his service 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, 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 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 failed or refuses to make restitution to an advertiser when so ordered, the secretary shall order the treasurer to pay the amount out of the general funds of the association.

DISQUALIFICATIONS.

SEC. 7. Any member claiming that an injustice had been done him, may appeal to the secretary of the association at least thirty (30) days prior to the next regular meeting. The secretary shall notify the president of this association of said appeal, and transmit all papers and information for investigating the same, and the decision of the officers shall be binding on both parties, and the party found guilty shall be subject to a fine of twenty-five dollars (\$25.00), reprimand, suspension or expulsion, according to the decision of the officers.

ARTICLE XVIII.
FEES AND DUES.

1,000 to 10,000 population	\$ 2.00.
10,000 " 20,000 "	3.00.
20,000 " 40,000 "	4.00.
40,000 " 60,000 "	5.00.
60,000 " 80,000 "	6.00.
80,000 " 100,000 "	8.00.
100,000, and over	10.00.

ARTICLE XIX.
COMMISSIONS.

Middlemen, advertising agents, poster printers, and bill posters shall receive a flat commission of twenty per cent. on all paper sent out for general posting, provided they have personally solicited and secured same, and have worked out the necessary detail incident to its general distribution.

ARTICLE XX.
SALARIES.

All officers of this association shall serve gratuitously save the secretary and treasurer. The treasurer will receive an annual salary of five per cent of all money that may pass through his hands. The secretary will receive a salary of \$365.00 annually.

ARTICLE XXI.
EXPENSE ALLOWANCES.

The officers and inspectors of this association shall be allowed all expenses incurred in the discharge of their duties toward the association, after same have been audited by the Board of Directors.

ARTICLE XXII.
AMENDMENTS.

These by-laws may be altered, amended or annulled by a two thirds' vote of the members present at any regular meeting.

ARTICLE XXIII.
ORDER OF BUSINESS.

1. Call to order.
2. Roll-call.
3. Reading of minutes of previous meeting.
4. Reading of communications.
5. Applications for membership.
6. Reports of special and standing committees.
7. Introduction of new members and visitors.
8. Unfinished business.
9. New business.
10. Good and welfare of the association.
11. Treasurer's report.
12. Adjournment.

FOR THE GOOD OF THE
ORDER.

Some Observations by Sam W. Hoke.

In 1893 I went into St. Louis with an advertiser, expecting to post and paint the town for him. We had just made contracts in Chicago aggregating about \$12,000, about equally divided between paint and posting; as we rode from the depot to the hotel, we passed numerous billboards, all excellently located, but all were so ragged, and presented so woe-begone an appearance that my client refused to bill, and painted exclusively. Since that time I have spent upward of \$120,000 for this concern in paint, and not as much as \$5,000 for posting.

The memory of those shabby St. Louis billboards seemed to cling to this man, and no amount of argument could convince him that boards elsewhere were looked after better. (This was before the

Union of the Honest Stout Bill Posting Co. or of the St. Louis Bill Posting Co.)

I mention this as an argument in favor of stripping the boards of dead paper, and of blanking in.

Many a bill poster, in soliciting work, tells his customer that while his price is twelve cents for a month, he will leave the paper on the boards till he gets something to cover it with, and in this way "some of your paper may show for months."

I believe this is all wrong. The service is worth the price for the month only, and if the advertiser does not want to pay for a longer time, the bill poster should cover his paper. In any case he should cover that which has become shabby, and which is therefore a detri-

mental to the advertiser. Painted boards always look clean and neat. Make your posted boards look clean and neat at all times, and it is a matter of only a short time when you can command a higher price than other bill posters ask.

The L. roads here in New York keep their advertising boards stripped as clean as possible when paper is dead, and new, clean, white paper is pasted over the boards. No dead paper is allowed to stand a week, or even a day.

And these people get TWO DOLLARS a sheet per month, on yearly orders, and seventy-five cents a sheet on orders of a single week. These figures are authentic; and at these prices you have to "take them as they come." You can't pick some of the best stations and leave the

without a flaw is usually the billboard that contains paper without a flaw.

—\$—

Folks that have been in New Brunswick, N. J., recently, tell me that the billboards of that town, belonging to B. W. Suydam, are the best looking in every way of anything seen in a month's journey. I have never seen the boards, and have never seen Mr. Suydam, but they say that his paper is always bordered; that the boards are carefully built, and not slung together by any one that can drive a nail without mashing a thumb; that the paper looks clean, and free from cracks and breaks; that the boards are elevated slightly above the ground, and banded, top, bottom, and sides. I hope this is all true, and if it is, I would advise Mr. Suydam to mention himself and his plant in the advertising columns of BILLBOARD.

JAMES L. McELROY.

The cut on this page represents a type of hustle and the faculty of getting there. It represents, moreover, in fine shape, the type of a young man whose remarkable and rapid strides forward in every walk of life make men, older in years and in affairs, stop in astonishment when they compare him with their own slowly measured progress.

James L. McElroy is the name which goes with the picture. And Bernard McElroy is the name which is linked with that of James in the firm of McElroy Brothers, bill posters and distributors in the towns along the north shore of Long Island. These young men own all the boards and privileges in the greater part of Queens county, and in communities made up of people generally well to do.

One new board a week is the average of this firm this year. And the fact that the paper of the leading advertisers covers all the display space all the time, shows that Long Island is a pretty profitable place in which to advertise; it shows that McElroy Brothers know this, and that they have succeeded in educating the men who put out paper, up to an appreciation of this fact. The main office of the McElroy Brothers is at 84 Bradford ave., Flushing, Long Island.

BUSINESS.

Do business in a business like manner. It pays. Do not expect clients or patrons to hunt you up at your residence. Do not expect that a bargain made in a hotel, saloon or on the curbstone will prove as creditable as one executed under proper conditions. Have an office. If you cannot have an office you can at least afford desk room. Let it be in the heart of town. Let every person in town know where it is by having the address appear on every board you own.

Follow this rule and you will be surprised at the augmented respect that will attach to your assertions and opinions. Nothing that you can devise will prove such a source of satisfaction.

If you can not change the poster, at least order the locations changed as often as once a month. An old poster in a new place will yield infinitely better returns than one kept standing in one particular location the year round.



JAMES L. McELROY.

ment to the billboard and the other advertisers thereon.

The bill posters that I have spoken to on this subject all claim that the improvement would cost too much, that they cannot afford it, that their customers would pay no more on account of the improvement.

Possibly no one would pay more at first; but there is really no earthly reason why bill posters should consider that three cents per week is the utmost that can be gotten out of bill posting. At this rate they get \$3.38 per month for a 28-sheet stand (25 feet of board.) L. E. La-Tour & Co., of New York, and The R. J. Gunning Co., of Chicago, get all the way from \$7.50 per month to \$7.50 per week for painted signs on the same size spaces, usually on yearly contract.

This is a big difference in price, and the difference is secured because these

others. And you can't pick the special location on each station. If you want to do any of these things you must pay more.

Just think of \$2 while you are hustling around to get 12c.

—\$—

Last month I spoke of a poster that had been pasted onto a smooth billboard, the English paste "Gloy" being used. That paper is now ten or twelve weeks old, and it still looks as fresh as a daisy.

—\$—

Jimmy Curran, of Denver, when in the city a few days ago, told me that he is now building all of his boards upright, and that he finds it better than the other way in many respects; he claims that he can remove a board now in sections of four feet or more, without damaging a piece of lumber in it, and set it up at another place without a flaw. The billboard

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 square 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 Bretano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited 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 29th, 1895.

SEPTEMBER, 1896.

There is a row and rumpus in the International Bill Posting Association. It all arose over the action taken at the last convention in advancing the official commission paid middlemen to twenty per cent. The maximum rate in vogue up to that time was sixteen and two-thirds per cent. Much dissatisfaction has ensued in consequence. The objectors are abusive, even threatening, and are making life a burden to the officers of the new organization.

We have no desire to take sides in the controversy. We believe that it is a matter which concerns only bill posters and middlemen, and as such should be settled by them.

At the same time we can not refrain from observing that those members who are writing such rabid letters are making a mountain out of a mole hill. If they will just cool down long enough to look at the matter dispassionately, they will see that the matter is a very small one at least

* * *

The difference between sixteen and two-thirds and twenty per cent is exactly three and one-third per cent. On a bill of twenty-five dollars the bill poster pays but eighty three cents more than he did under the old scale. If the bill amounts to fifty dollars, the increase will be but one dollar and sixty-seven cents, while on a hundred dollars it comes to only three dollars and thirty-three cents.

This proves conclusively that, as far as the amount of money involved is concerned, the matter is absolutely insignificant, and viewed in this light, the rancor and bitterness manifested is, to say the least, surprising.

On the other hand, if those who object so strenuously to the advance are actuated by motives of principle, it would seem that their position is scarcely less tenable; for while the authorized association rate has nominally been sixteen and two-thirds per cent. heretofore, it is a well-known fact that fully ninety per cent. of the bill posters of the country were, and still are, allowing twenty per cent.

A casual glance over the various letters bearing upon this subject, which we have received, reveals the fact that most of the objections emanate from members who were not in attendance at the Chicago convention.

For their benefit we will state that this subject was long and carefully considered, and thoroughly and exhaustively discussed both pro and con. When it finally passed, the vote was practically unanimous.

It was the opinion of those present that the agent, or middleman, was capable of exercising a direct and beneficial influence upon the business at large, that, being in touch with the large advertisers of the country, he could divert many thousands of dollars annually into the hands of bill posters which would otherwise be expended in other mediums, and, finally, that a liberal commission was the best, if not the only inducement they could offer him in order to enlist his aid.

* * *

Twenty per cent may be liberal, and then again it may be only fair and equitable. That is a matter with which we have absolutely nothing to do. We are concerned, though, with the spirit which animates some bill posters, and which leads them to regard the middleman with suspicion and distrust. If we are to believe their vapors, they have persuaded themselves that the agent is their natural enemy. In return for his efforts in getting one or a number of large advertisers out of the newspapers and on the boards, they frequently extend him every insult and indignity that a rabid ingenuity can devise. No petty annoyance is too small for them to offer him; no letters too churlish to write him. Why they do so is past all understanding. If they are pressed for reasons, they are utterly unable to advance a single one.

Taken altogether, their attitude is—well it's damphoolish.

* * *

Despite these boors, the middlemen still keep up the fight, and their number, owing to the wonderful power of the poster, is steadily increasing. Shrewd advertising agents are everywhere fast finding out that they can secure for their clients more publicity per dollar expended on the billboards than through any other known medium. This keeps those already established, in line, besides adding a new one to their ranks every now and then.

It will not be long until their efforts will begin to tell, and while it is a pity that they are hampered by a parcel of adheheaded ignoramuses who do not know an opportunity when they see one; still it's gratifying to know that these latter are a very small proportion of the whole. The great majority of bill posters are intelligent and sensible. They are with the middlemen almost to a man, and are ready at all times to support and encourage any and all efforts to extend the scope and widen the influence of the poster.

The general advertiser—he who depends on persistent repetition for efficacy—where can he find a medium that will yield anything like the billboards?

NEW YORK NEWS.

Rumors of rate-cutting still continue; one cut, however, has been made openly, the Agent of Snider's Catsups being allowed regular advertising agents' commission by all the bill posters here. This is one of the things that the New York City Association was organized to prevent. It is said, however, that two of the members overruled the other, and insisted on the concession, on the ground that if they did not give in, the work would be placed through some regular soliciting agent, who would divide with the customer. The dissenting member held that while some dividing might be going on, that the soliciting agents were the best friends the bill posters had, as they were constantly producing new business; and for that reason he held that the solicitor should be protected and rates adhered to.

"H-O" is getting out a number of different-sized posters, and will cover the country between the Mississippi and the Atlantic for an extended run. It has not yet been decided whether the posting will be done direct or through an agent; Hoke, Hote, and Gude are all after it.

The Siegel-Cooper Co. have given their posting to Gude, and the bill posters are accusing him of splitting commissions. This order will be considerably more than ever before put out by a dry goods house or department store, and instead of the ordinary one week run, it will go for at least three months. Just as this immense store is bending every energy toward a brilliant opening, the announcement is made of the failure of Hilton, Hughes & Co., successors to A. T. Stewart, probably the most widely known dry goods house in America. For the past year or two this house has enjoyed the distinction of employing probably the highest-priced advertising manager in the business—Mr. Manly Gillam, who had formerly held a similar position with John Wanamaker. Mr. Gillam certainly was past-master in the art of newspaper advertising, but he used no other mediums, and in these hustling times out-door display advertising, and all other legitimate methods must be considered, and used judiciously.

Sam W. Hoke is getting out a magnificent 16-sheet poster, lithographed in four printings, for the Cupid Cigarettes. The design is all pictorial and shows Cupid leaning over a bank fishing his package of cigarettes out of the river below. This advertiser has, in the past, used the billboards very sparingly, the main part of his expenditure having gone to the newspapers; the posting that has been done has usually been small paper only.

Golden Rod beer is a Brooklyn product which is now being advertised there on the billboards; a few stands have been placed in New York. The makers claim that this beer is not related to Forty-Rod whisky. (Don't shoot, please.)

The Admiral Cigarette electric sign at Madison Square has been relinquished, and the New York Journal now occupies the space.

The H. Koehler Brewing Co. is getting out a poster, advertising their Fidelio beer. It will be on the boards soon.

L. E. LaTour caught a good big slice of Siegel-Cooper Co.'s paint appropriation, and he is putting out some of the most beautiful signs that New York has seen for many moons.

J. G. Asbury is still painting Harper Whisky throughout the city; during the heated spell, August 10th to 15th, his men begun work at daylight and stopped at noon. Jack says, there is nothing like a dip in Old Ocean on a hot afternoon to make a man fit for business next day.

J. L. Street & Co., bill posters of King's Bridge, New York City, are doing an excellent suburban business in the north end, along the various railroads entering the city. They have now some fifty or sixty large stands and a great many three-sheet boards, and all fairly well filled with live paper.

Booth's Hyomeia, a preparation for catarrh, will probably be seen on the billboards soon, a number of poster designs having been got up for approval.

Filbrick, of Buffalo, and Curran, of Denver, visited New York recently, and carried away considerable business.

McElroy Bros., of Flushing, have a constantly growing suburban business; they usually have a share of any paper that slows in the city.

The Journal is refusing to post in future unless allowed agent's commission. They say they are more entitled to it than are Snider's Catsup that has just come to town, and that was allowed commission at the very start. The bill posters are beginning to realize that this cut was a mistake.

ADVERTISING MEN

Will Hold a National Convention.

Ever since the formation of the Ad-writers' Club, of Washington, D. C., similar organizations have been springing up in other cities throughout the country. There is scarcely a large city in the Union at the present time which does not boast of at least one such club. A movement is on foot now, looking toward the associating of these various clubs into a national organization, and with this end in view a call for a national convention will soon be issued. The time and place of the meeting have not yet been fixed, but as soon as settled it will be announced in our columns.

The firm of Wogan & Co., of Boston, has been merged into the Boston Bill Posting Co. The new firm is incorporated, and, with an increased capital, proposes to largely increase its holdings, and reach out after more business. J. T. Wogan is treasurer and manager of the new company, and his brother, M. J. Wogan, is still retained as secretary and general superintendent.



It has been suggested that BILLBOARD ADVERTISING take up and agitate the matter of an Association of Sign Painters. We should be glad to give all the space necessary to the promotion of such a movement, and herewith invite contributions, articles and suggestions bearing upon the subject.

The sign painter who desires to do good work, will, if he employs benzine at all for exterior painting, use a small percentage only, a quantity which will do no harm and keep his paint from fattening too rapidly. Very large portions of benzine will tend to make paint brittle and porous because destroying or rather displacing the binder, so necessary to paint.

The Murphy Varnish Company wants varnishes definitely specified.

Old-line painters may assert that benzine or petroleum naphtha is only good enough to wash out brushes with, but they cannot deny the fact that it is to be preferred in place of fatty or adulterated turpentine, because it will evaporate and thereby allow paint to become hard and dry, while the material aforesaid retards the drying, and, in some instances, keeps the paint from drying at any time.

Illustrated signs are fast obtaining much favor. The merely ornate is rapidly giving away to the purely pictorial. Large advertisers have discovered that the masses love pictures and they have governed themselves accordingly.

In front of a boot-black's stand in East Thirty fourth Street, where two dusky darkies sit, this sign appears in big, black face letters: "Patronize home industry. We are the only American bootblacks on the block."—*Printer's Ink.*

Modernized old style is coming into high favor, and will result in much that is artistic and beautiful in signs and sign painting.

The unsightly signs which have for a long time appeared on the Harlem rocks are soon to be removed by order of President S. V. R. Cruger, of the Department of Public works.—*Profitable Advertising.*

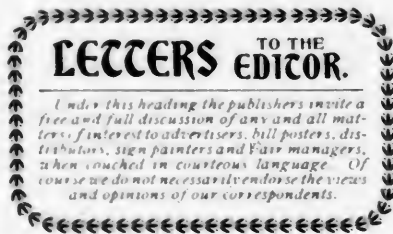
Sign painters should make a study of advertising. There are twelve advertising papers and every one of them should be familiar to them.

Condense your reading matter; wherever possible, speak pictorially.

In a Poughkeepsie shoe-dealer's window is to be seen this sign: "The ladies shoe the hens and we shoe the ladies."

A pretty woman never fails to attract attention. Sign painters should never forget this.

In window cards the choice of a caption or headline is a matter of the greatest importance. On its attractiveness the success of the sign often depends.



Dexter, Mo., August 22, 1896.
Editor BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—I notice in issue of August 1st a note about country towns and isolated districts. Now, I have been a long time in the advertising business both in and out of doors, and find the best results from posting in the country and small towns, and have established my company to work there. Yet advertisers at the present time don't seem to appreciate this class of work. The section I work in is well settled, some larger towns and some small ones, in the latter many have never run a stand on the walls, except perhaps a few circus sheets. When people seldom see these bills, they are an attraction and make an impression. Yours etc.,

D. M. MABIE, Mgr.
Boston, Aug. 14, 1895.
BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—We beg to inform you that we have purchased the bill posting business, formerly controlled by H. Erickson & Son and John H. Erickson, in the district of Charlestown, which comprises wards 3, 4 and 5 in the district of Boston. Yours respectfully,
J. DONNELLY & SONS.

Corinth, Miss., Aug. 18, 1896.
Editor BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—I cannot help from writing you about a waste of good advertising matter I saw to-day. It is this: The representative of The Dr. J. H. McLean Medicine Co., St. Louis, had a box of paper to post and pamphlets to distribute sent him here. He gave a half-witted negro boy some of the paper and a paste bucket and brush. He posted, I think, about half a dozen sheets and went to the hotel and got a lot of the pamphlets and started out, leaving 6 and 8 at a place. The balance of the paper and paste preparation was left at the hotel, he going on to the next town. I saw him and he would not give me any posting or distributing. I found the box of paper at the hotel after he was on the train and tried him again. He said he did not have room for the paper in his trunk.

Now, no doubt, he will report this town as posted, and the Dr. McLean Medicine Co. will see no result and come to the conclusion that bill posting does not pay, when in reality there was none done. I could have given him good showings and protected him.

I am lost this month, I have not gotten my August BILLBOARD. I take two; guess it is not out yet; behind on account of conventions. I miss it. Respectfully,
W. R. PATTON.

Kenosha, Wis., Aug. 26, 1896.
Editor BILLBOARD ADVERTISING.

In your last issue I noticed an article from one J. A. Muldoon, in which he "wants to let the craft know what kind of people Beeman & Co. are" well now I, as one of the craft, will say that Beeman & Co. are all right, and every honest bill poster who has ever done any work for this celebrated company will say the same. Several seasons ago I did a good bit of work for them, gave them a full 30 days show and at the end of the time sent in my bill, which was promptly honored and paid at once by check. I merely wrote this letter in justice to the above company, as some may have been led astray by the letter of Mr. Muldoon, but "there are others" and "many of them too" who will agree with me on the above subject. Hoping you will give these few lines a place in your valuable paper, I remain
Yours respectfully,

JAKE J. DISCII,
City Bill Poster, Kenosha, Wis.

Boston, Aug. 27, 1896.
BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—We beg to inform you that we have this day purchased the bill posting business that has been controlled by Mr. J. A. McLane, for fifteen years in the cities of Cambridge and Somerville, and the towns of Arlington, Medford and Watertown. This territory embraces a population of about one hundred and fifty thousand people.

We beg to request of you to place the said district on your posting lists, and assure you the best service for any orders you may place with us.

Our local office for this district will be situated at Clark Street, Somerville.

Thanking you for past favors, we beg to remain
Yours respectfully,
J. DONNELLY & SONS.

Providence, R. I., Aug. 24, 1896.
To the Editor of BILLBOARD ADVERTISING.

Dear Sir—In the August number of your paper, which we received to-day, we notice a letter from a Brother Bill Poster in Eastport, Me., complaining that the "Beeman Chemical Company" did not pay their bills, and sending that letter for the benefit of the craft. I feel, to let the matter go by without any notice, we would be doing an injustice to your paper, to the "Beeman Chemical Company" and to our craft in general.

We have been doing work for the "Beeman" people for the past four years, and have a four months contract with them this season to the amount of \$102.00 per month, and the only fault we have to find with them is that they do not give us twice as much. You are at liberty to publish this letter. Very truly yours,
OLD COLONY BILL POSTING CO.

C. C. AMES.
Nashville, Tenn., Sept. 1, 1896.

Editor BILLBOARD ADVERTISING.
Dear Sir—Please allow me space in the paper of papers for bill posters and distributors to offer some suggestions to our members and at the same time to offer a few reasons to those who are not members to show them why they should become so at the earliest possible moment.

The idea seems too prevalent among the members of all associations of distributors that the officers of the association are a sort of infallible superhuman class of beings who have soft jobs of work at their command all of the time and that all the members have to do is to ask the Secretary for work and he is ready to say "Yes, brother, I have it and am only waiting to have you come up and ask for a fat slice. Why did you not call sooner?"

No member can make a success of the business until his mind is disabused of this idea and he is ready to devote some of his own time to securing the work. In the first place many advertisers advertise in only one state at one time, while others advertise in only certain seasons of the year, and others still advertise in cities only as they are reached by their traveling men. Many firms prefer making their own contracts with the distributor and in such cases the most that the solicitor can do is to furnish the members with the names of such advertisers, and let the contract be made direct.

Where the traveling man places the contract for the distribution the surest way to succeed is to keep in touch with your local merchants who handle that particular line and thus be posted as to the time when the traveling man may be expected to come your way.

Like many other distributors, I have had my

experience with the "Fake" associations. They have cost me quite a little sum of money and if there had been no other way in which to have gained the information and experience I suppose I might consider that I received it cheap but when the experience of myself, as well as many others, is placed before you there is no call for your spending any more money in such frauds.

It is a part of my business to keep our members posted as to such associations as well as fraudulent advertisers who will not pay for work done honestly.

When some "Smart Alec" sends you an offer to "get up 1000 attractive circulars with your name at the bottom of the same in bold type and to give you a certificate of membership for life in the association," just tell him to go to the—and let him severely alone.

Now as to your stationery. By all means use good stationery and have it gotten up in good style or don't use any, for if you use poor stationery the chances are ten to one that you will not only fail to get the work you are after and that you will also make it harder on men who do use good stationery to get work from the same firm, because of the bad impression you have made on the minds of the advertisers.

Don't use circular letters but write a personal letter to each advertiser from whom you solicit work and if you can afford the expense of a typewritten letter so much the better.

I do not mean to encourage extravagance, but a few dollars out of your earnings each month will purchase a good typewriting machine, and you can soon learn to operate it nicely, and in the long run I believe it will pay. One other thing about your correspondence and that is always enclose a stamp for return postage with every letter you send out soliciting work.

Another item requisite for the success of the distributor and that is promptness and fullness in replying to all letters that need a reply. I find that one of the greatest troubles with the average number is that he is in too great a hurry to close his letter and the result is he often overlooks some important point in the letter to which he should have given his attention.

Now a word to distributors who are not members of our association.

I do not say that the International Association of Distributors is the only honest association, but I do say that it is one of the very few that comes anywhere near to keeping faith with its members.

I know of no other association whose officers are elected by the popular vote of the members and whose officers, or at least a part of them, draw the major part of the money into the treasury by the members, in unearned salaries. Not a single officer in the I. A. of D. draws a dollar in the way of pay for his work. They are all allowed sufficient money to defray the necessary expenses of their respective offices, and with the exception of the Secretary and the Soliciting Secretary, there will be very little need of any expense at all. No other association has the guarantee feature for the protection of the advertiser that this association has. No other association, within my knowledge, is as strict when it comes to admitting new members. A man must be of the right kind of stuff before he is admitted to our ranks.

Our organization is purely co-operative and every member is an agent or solicitor for every other member. The officers are elected annually by a majority of the votes of members present at the meeting and in good standing.

As a matter of fact I believe this association is the best one, otherwise I would not be spending my time for its advancement, but aside from this I would say if you will not join our association then join some other that you think is better. You can not hope to succeed as well in securing work all alone as you will if you have the aid of all the members to watch your interests in the cities where they live and see that you are kept posted as to the advertisers who are about to send out matter to be placed out in your territory.

You ask "Do you guarantee to furnish work to your members?" I reply NO. You ask "Does it cost anything to become a member of your association?" I answer at once, Yes. It will cost you Three Dollars to become a member and quarterly dues, the amount of which is graded according to the number of population you reach in your work.

I want the name and the address of every circular distributor, whether he will become a member of this association or not. I sometimes have inquiries from advertisers as to the probable cost of placing advertising matter in places where we have no member and in such cases, of course, I am at a loss to be able to give the required information, unless I am acquainted with the name of some local distributor.

Any other information that I can give will be given cheerfully and if you are desirous of seeing further into our plans and will write to Mr. W. H. Steinbrenner, 811 Vine St., Cincinnati, O., he will give you all the circular matter necessary to give you all the information you desire. Yours truly,
JAMES L. HILL, Sol. Sec'y.

315 1/2 Cedar St.



ORGANIZE!

ORGANIZE!

ORGANIZE!

Fair management is a science not a pastime for a secretary to indulge in two or three weeks during the year.

The great need at the present time is a good strong organization of Fair Managers in each state and these in turn entitled to representation in a National Association.

The Fair season for this year is now pretty well on; at its close let some secretary in each state, who may chance to read this article, take the matter up and perfect an organization in his own state, reporting anything done in this line to this department, in order that it may receive any encouragement within our power.

For years Fairs have existed, each running along in its own little groove. What

we want is an organization for the exchanging of ideas, in order that management of Fairs may be brought to a higher level, and Fairs receive the consideration at the hands of the public and the advertisers to which they are entitled.

There is a lack of up to-dateness in the departments in which premiums are given at Fairs. Of course live stock, dairy and agricultural departments at Fairs remain pretty much the same year after year of necessity. But there ought to be new departments added from time to time. There might be poster shows in connection; exhibits of printing, ruling, embossing, e. c. Give the laboring men a chance, for instance, get a good quantity of brick and stone and give a liberal prize to the best bricklayer, the best stone cutter. Let jewelers compete for a prize offered for the best sample of engraving.

And what would be the matter in giving a diploma or a cash prize at a County Fair for the best milker.

In the speed department, or show horse department, let a prize be offered for the best groom.

The idea being to give the artisan encouragement, no matter in what line his talent runs.

One of the perplexing questions arising during Fair Week is how to get the results of the awards to the press accurately and early. Fair managers, as a rule, leave this matter to reporters, who fumble over the records and on account of their unfamiliarity with the system of entry, send in inaccurate and meager results for publication. Let the judge have press slips on which he will write out the result of each decision and every little while send them to the secretary's office, which a clerk will get out manifold copies for the reporters.

One of the most attractive premium ribbons that will be issued this fall is now in preparation for the Wisconsin State Fair. Each winner in the live stock departments at this Fair will receive a fine quality satin ribbon, two feet long and three and one half inches wide, appropriately embossed in pure gold leaf.

Political speakers are taking the place of driving horses, wild west shows and balloon ascensions as attractions at County Fairs this Fall. A good speaker will draw

the crowd, no matter what his political faith, and the crowd is what is wanted.

The Toronto Exposition is putting out very attractive paper.

Do not let a complimentary or any other season ticket be good for the grand stand and at the same time issue return checks at the grand stand. In this case a party shows his ticket goes into the stand, after a little time goes out and on his way out takes a return check. He gives the return check to a friend who comes in on it while he gets in again on his ticket. This he can keep up all the afternoon and let in any number. This mistake will give the Fair a full grand stand and a small gate receipt. More than one Fair has been skinned in this way. Return checks at best are a nuisance, and many of the leading Fairs are doing away with them.

WINDOW DRESSING.

The man who does not dress windows simply because his grandfather did not, ought to wear knee breeches and a queue; the man who does not dress his windows because it costs money, should quit paying rent for the same reason; the man who does not dress windows because he tried it once and failed, should throw away his cigar because the light went out; the man who does not dress his windows because he doesn't know how himself, should stop eating because he can't cook; the man who does not dress his windows because somebody said it did not pay, ought not to believe the world is round because the ancients said it was flat.—*Mirror*.

We make prices to suit the times. Are prepared to figure on the entire attractions for Fairs. Very close terms for Circuits.

Correspond with us. Address: Billboard Advertising, Box 704, Cincinnati, O. Or Geo. Liman, Sole Eastern Agt., 104 E. 14th St., New York.

**LACKING-MISSING
MUTILATED
ON FILM FILE**

When any of the material lacking, missing, or mutilated is microfilmed it will normally be found in its bibliographic sequence. If not, see the end of the reel concerned or a supplementary reel.

**Vol. IV #8
Sept. 1, 1896 P. 9-12**

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.

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; 1/2 lb., 50c; 1/4 lb., 25c.

IT'S AN ELEGANT CHEW.

FALLS CITY TOBACCO WORKS,

117 & 119 Bullitt St., Louisville, Ky.

No Office Complete Without It.

Business

A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office.

It treats particularly upon

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

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

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

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

KITTREDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

To Whom It May Concern:

You missed a good thing in not ordering the

Babbitt Entry and Record System

for your Fair.

You won't see my ad. for some time now, as next issue will be too late to sell any more books, for the fairs will all be over for this season. Will remind you of this matter again next Spring in time for your Fair of 1897.

Arthur Babbitt.

Ass't Sec'y Wis. State Fair.

MADISON, WIS.

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

THEATRICAL

DESIGNERS,

LITHOGRAPHERS

AND GENERAL

JOB PRINTERS.

*
Poster
Work
Our
Specialty
*

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

"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.

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

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.

Philip B. Oliver, Licensed City BILL POSTER.

AND DISTRIBUTOR.

3,000 Fe. t of Board. 75 Three-Sheets. Special Attention to Commercial Work. All Work Guaranteed.

319 Cherry St., FINDLAY, O.

POPULATION 23,000.

R·I·P·A·N·S

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



ONE GIVES RELIEF.

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

Office, Donaldson Litho. Building, CINCINNATI, O.

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

DEAFNESS CURED

and NOISE IN HEAD entirely overcome by Fitch's Pat. Impr'd TUBULAR EAR CUSHIONS. Whispers, Conversation and Music heard. Comfortable, Self-Adjusting and Inexpensive. Guaranteed when all other Remedies FAIL. Sold only by F. BISCOX, 153 Broadway, Cor. 14th, New York. CALL OR WRITE FOR ILLUSTRATED BOOK OF PROOFS, FREE. NO AGENTS.



This is a Desk.

A GOOD DESK.
A HANDSOME DESK.

- It is three feet and six inches long.
- It is three feet and nine inches high.
- It is two feet and six inches wide.
- It has a roll or sliding top.
- It has a sliding tablet.
- It has a combination lock.
- It has a finished back.
- It weighs one hundred and sixty pounds.
- It is made of oak, and is a perfect marvel of convenience.



We Sell them for \$16 each.

If you send the money with the order, we will prepay all Freight Charges. That means that it will only cost you \$16.00 delivered in your city. If the money does not come with the order, you will have to pay the freight. Address the

MURPHY DESK CO., No. 139 KENYON AVENUE, CINCINNATI, OHIO

Push.

ARE YOU IN IT?

That's what make business a success—the more push, the greater the success—IF the push is in the right direction.

PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free sample copy.

PUSH PUBLISHING CO., Springfield, O.

LICENSED
BILL POSTING,
TACKING,
DISTRIBUTING.

J. S. CRAIG,

319 LEXINGTON AVENUE,

HASTINGS, NEB.

Own and Control all Boards and Privileges.

20,000 Square Feet of Boards.

POPULATION 15 000.

POSTERS OF ALL KINDS AND HAND BILLS

100.

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.

DISTRIBUTORS' UNIFORMS \$10.00 EACH.

Nicely fitting, well made garments, substantial blue cloth, each suit consists of coat, pants and cap. Send length, weight, waist and chest measurement and send the money with the order. Address,

THE HOYT TAILORING CO., 1612 KEMPER LANE, CINCINNATI, O.

WANTED.

A COMPLETE FILE OF BILLBOARD ADVERTISING. Any person having same will please communicate with ABC, care of BILLBOARD ADVERTISING CO., Cincinnati, 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.

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.

New Adv. Cuts. Big discount to Agents. Catalogue 10c. Cir free. ADAGE, A 52, Boston

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.

GET THE BEST!

THE STAR COIL SPRING SHAFT SUPPORT AND ANTI-RATTLER.

Fast setting, always gives satisfaction. No wobble on horse. Worth twice the cost for convenience in hitching up. Agents wanted. Send stamp for circular. Price, \$1.50. State rights for sale.

THE DECATUR SHAFT SUPPORT CO.
Decatur, Ill.

SELLS AT SIGHT!



If you want to post

CHICAGO

Send your paper to the

CHICAGO BILL POSTING CO.

395 West Harrison St., Chicago, Ills.

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

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.

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.

TRENTON, NEW JERSEY.

The Trenton Bill Posting Co.

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

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

J. T. LUMPKINS, NEVA, VA.

The Advertising Novelty Co.

CINCINNATI, O.
W. D. HENDERSON, Jr., Prop'r.
Manufacturers and dealers in everything for Ad-
vertisers, including calendars, cards, novelties,
blotter, foot rules, yard sticks, ink wells, ther-
mometers, folders, hangers and clocks.

SIDNEY, OHIO, C. P. ROGERS CITY BILL POSTER.

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



Distributors! Use Good Stationery!

We furnish 500 letter heads,
including fine half-tone for \$4.50.

Send a good Photo,
and get a good cut.

Best Quality of Paper.
Most Artistic Designs. Special Offer: { 500 Letter Heads
500 Envelopes
500 Cards } \$6.75.

Hennegan & Co.,

719-721 Sycamore St.,

...Cincinnati, Ohio.

BILL POSTERS' PASTE BRUSHES.

The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

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

The "Unexcelled"

No good brush is better than this brush.

PRICES

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



THE DONALDSON LITHOGRAPHING CO. CINCINNATI, OHIO.

LIST OF MEMBERS. CORRECTED MONTHLY.

International Bill Posting Association

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

OFFICERS.

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

Table with columns: TOWN, STATE, MEMBER, POPU'N. Lists members and their populations across various states including Ala., Ark., Cal., Fla., Idaho, Ills., Ind., Iowa, Kas., Ky., La., Maine, Mass., Mich., Minn., Mo., N. J., N. Y., Ohio, Pa., S. C., Tenn., Texas, Va., W. Va., Wis., and Ont.

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NATIONAL INSPECTOR.

Chas. B. Kittredge, Waukegan, Ill.

ATTORNEYS.

Tarrant & Kronsage, 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, 9c. 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.

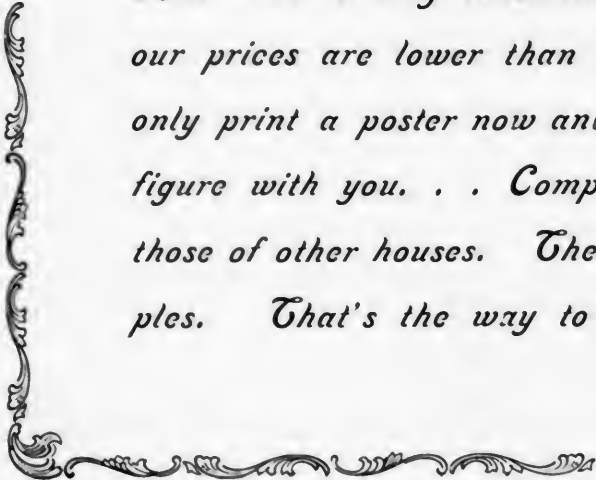
CLOTH BANNER SIGNS.

7x6 to 14x11—154 square inches, 2c. each. 14x6 to 21x28—594, 3c.

*We print Posters;
Only Posters;
Nothing but Posters.*



We make a business, a specialty of Poster Printing. All of our time, all of our attention, all of our facilities are devoted to that and that alone. . . . It follows, as a matter of course, that we understand how to produce high-class work. It is only reasonable to suppose that our prices are lower than those of firms who only print a poster now and then. . . . Let us figure with you. . . . Compare our prices with those of other houses. Then compare our samples. That's the way to settle all argument.



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

NOTE.—We have just completed two whole-sheet political posters. One depicts the portraits of McKinley and Hobart, the Republican candidates. The other Bryan and Sewall, the Democratic. These posters sell at sight. Send 14 cts. in stamps for a sample of both.

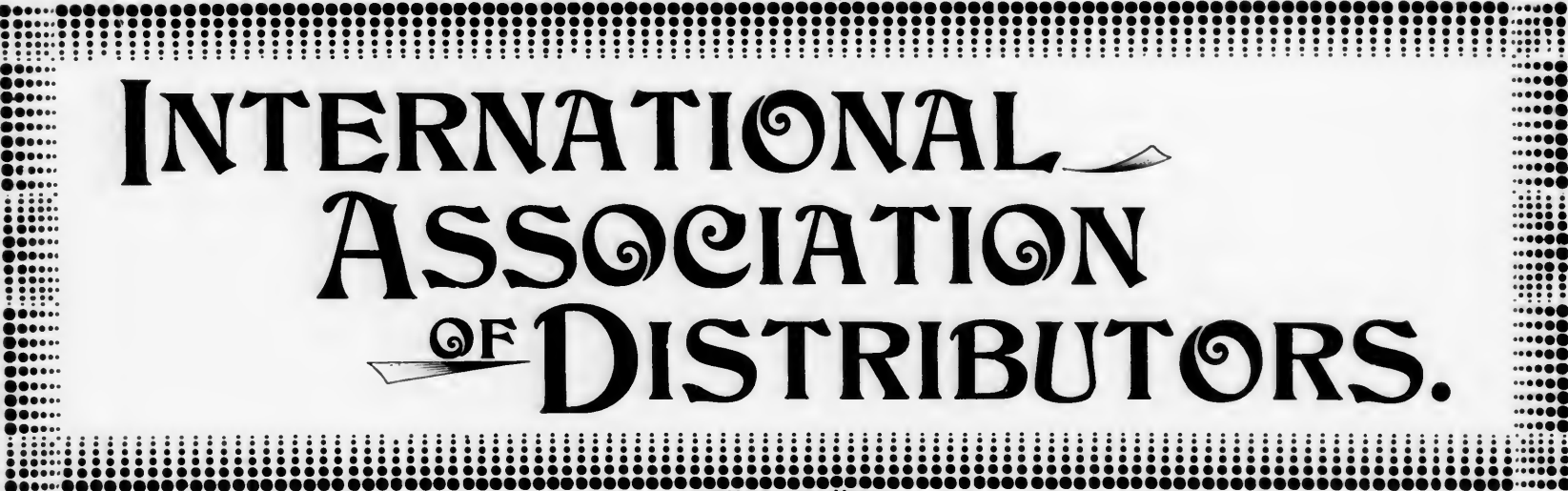


ADVERTISERS!

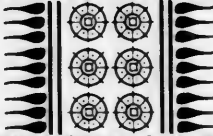
You can cover every portion of the United States and Canada, systematically, thoroughly, and economically by recourse to the service rendered by



THE



INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.



It is a guaranteed service, absolutely and perfectly reliable in every respect. It covers better and yields more returns than any other medium extant. We handle every thing, from sample copies for publishers to samples of medicines. All matter put out in a careful, conscientious and painstaking manner by faithful, sober and reliable men, who thoroughly understand their business.

For Prices, Schedules, Membership Lists, Constitution and By-Laws, or other Information, Address,

JAS. L. HILL,

Soliciting Secretary.

316½ Cedar St., NASHVILLE, TENN.

OR ANY OF THE FOLLOWING OFFICERS :

Pres., J. A. CLOUGH, 647 Austin Ave., Chicago, Ill.
1st Vice-Pres., J. E. STROYER, Rochester, N. Y.
2d Vice-Pres., W. KRYDER, Dowagiac, Mich.
3d Vice-Pres., W. H. CASE, 24 Miner St., Ft. Wayne, Ind.
Sec'y-Treas., W. H. STEINBRENNER,
811 Vine St., Cincinnati, O.

All applications for membership should be addressed to W. H. STEINBRENNER, 811 Vine St., Cincinnati, Ohio. Minors are not eligible and no person will be accepted without strictly first class home recommendations.

I Want to Hear From Every Bill Poster in America.

Send me a statement of the number of boards you own, aside from those required for your theatrical work, and a statement of the number of sheets necessary to post your town to advantage.

Tell me your prices. Don't say "regular Association rate". Association rates vary with the population, and all populations are not the same as at the last census.



I have two large National Advertisers who are seriously thinking of posting. The two combined spend more than a million a year now in the newspapers.

Should they adopt posting the deal will be for a year, or in any case for not less than six months.

These people are old advertisers and are the kind that new and small advertisers pattern after.

Should they adopt bill posting the effect would be to bring around dozens of others to this method. You know how the new people follow the old experienced ones



I hope to hear from every bill poster that I am not now in communication with. I want this business and so do you. Every newspaper advertising agent and every newspaper will unite in advising these people against the change. But I think that they can be brought around by showing them that they can thoroughly cover the Union. Write me quick.

People who are posting for me now, and who have posted for me in the past will tell you that they never had to write twice for their money.

Sam W. Hoke
107 West 28th St., New York.
(Long Distance Telephone.)