

THE BILLBOARD

Vol. X., No. 2.

CINCINNATI, FEBRUARY 1, 1898.

PRICE 10 CENTS
PER YEAR, \$1.00

AN EXAMPLE OF WASTE.

In introducing a new article of food, or an improvement on an already known article, there is probably no better method than the distribution of samples from house to house. The sample is usually all that the accompanying printed matter represents it, and it is proof, too, of the generosity and good intentions of the manufacturer.

or shoe laces or humming tops, or popcorn or hand-made-lace-at-five-cents-a-yard," the boy said:

"Lady, will you take this; it's only an advertisement—only an ad."

"Yes, yes?" I interrupted, and closed the door.

On examining the parcel, I found it to contain a tin can, the pink booklet and nothing more, save the print on the

of paper, the story of the making of "Darling Milk." The text assured me that this brand of milk was much purer and better, as well as cheaper, than other brands of condensed milk that I've been using. That *may* be true; but how much better is it? With only a tablespoonful I might have made a comparison with another brand already in the house.

If there had been a price given, I would have known how much cheaper this

"Thou sayest such a foolish thing
In such a solemn way."

There was nothing in the booklet or on the can label that might not have been said by any other manufacturer of condensed milk. There was not one word to *prove* that "Darling Milk" was *sui generis*. There were only jumbled together a number of generalities. Here is one paragraph:

"If you have been using a high-grade milk, costing 14, 15 or 16 cents a can, buy



JOSEPH REID, President, I. A. of D.



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

The average person likes to get something for nothing, if it comes in a legitimate way. It gives the receiver of sample a comfortable feeling of consequence. He or she may, just at the time, be in "bad luck," but it is proof that either losses are not so bad as they seem, or that at least one person in the world doesn't know it—that he takes pains to get out of them.

The sample must be something real, something genuine. It must run parallel to the printed matter.

One day I answered my door to meet a boy with a basket half full of rubber-strapped parcels in manila paper, with a pink booklet on one of each. Before I could say: "No, I don't care to buy matches or stationery,

paper. The can was neatly labeled with pale blue paper, printed in darker blue, with border lines of red. There was a medallion child's head wreathed with several kinds of flowers in several colors. The legend around the medallion was, "Darling Brand Condensed Milk." There were the usual directions for use, the manufacturer's name and places of business.

The ends of the can were bright and new, and well soldered. My first thought was that I had received a sample of milk, and was accordingly thankful. But, without opening, I discovered the emptiness of the can—and my expectations. Next I consulted the booklet. It was nicely illustrated, and purported to tell, in very fair type, on a very good quality

milk is than the kind I have been using. I looked the booklet through to find out some bed-rock facts about the new brand of milk. I failed utterly. The neat little pages assure whoever takes the pains to read them, as I did, that all the cows patronized by this factory are inspected—did not say how often—and known to be properly fed. It states, further, that only a sufficient quantity of the best of sugar is mixed with this milk to preserve it, and all the most improved processes are in practice in the factories where this milk is condensed.

When I had read the booklet all through, I was reminded, not to go out and buy, but of two lines of a little poem that somebody addressed to a katy-did. Here they are:

a can of Darling Milk from your grocer at less price; try it. See if you do not find it superior both in quality and purity to any other brand."

How much cheaper, and how much better, is this "pig in a poke" than the pig already known and approved?

The first of these two questions might have been answered by simply stating the price of "Darling Milk." The second could have been intelligently inquired into if a small sample had been conveniently at hand. In this busy age a housekeeper who has found a satisfactory article for constant use will not take the trouble of purchasing something else only to prove the truth or falsity of an advertiser.

The problem from the first has been,

Why did the advertiser send the can? Was it only an advertising freak? It was of the size supposed to contain one pound of milk, but the average person old enough to know what the article is need not see the can. One would readily understand if a grocer said: "One brand of condensed milk is worth ten cents a pound; another brand is worth eighteen cents for the same quantity. We sell both." And be very sure he will recommend the one that brings him the highest profit. That is only business for him, in spite of manufacturers' stories.

I have not the least idea of the cost of these tin cans, but it seems to me that the sending them about in the way described must, necessarily, be wasteful; must be in a measure, useless advertising. I can speak for one woman at least.

I shall never think of the "Darling Brand Condensed Milk" without the companion thought of the boy's assuring words, "Only an advertisement." He wished to raise no expectations that would lead to disappointment.

The proprietors of Pearlina have always understood the sample distribution business thoroughly. The last distribution conducted by them in this locality was in their usual large and generous fashion. There were several packages of Pearlina, five or six, and a box or two, (quarter pound) of baking powder, as they are introducing their own article—all that one could hold in both hands—for a merely nominal price; so small that I have forgotten it. These goods are distributed by *men* in uniforms, as quiet and decorous in their behaviour as government officers. Nowadays, when everything from sewing machines to soap powder, from dress goods to darning needles and door mats, are advertised by samples, it is not good form for a manufacturer to show himself niggardly. The neatly put up, properly presented sample will speak for itself. It is used and intelligently compared with its kind. The manner of presentation is unconsciously remembered by the receiver. That is its first guaranty. The second must be within itself. Its merits or its failings must carry it. This new brand of milk introduced by the apologetic boy, by the empty can, by the deficient booklet, will it not always be remembered as a delusion, as a waster of time and patience?

I speak for one at least. I know of no reason why I should order "Darling Milk." I know of several reasons why I should not. One important reason is, there are other brands that are satisfactory. Another reason is, a man who will do such an inefficient piece of advertising might reasonably be suspected of making an inferior brand of condensed milk.

MARGARET HOLMES BATES.

Black Eye for the Chapmans.

Columbus, O., Jan. 11.—The State Board of Public Works to-day canceled the billboard lease of the canal strip in Cincinnati and restored the other one, which has been in effect for years.

The lease referred to was to John Chapman.

J. C. Clause gave up without consideration his billboard lease from the state for a canal space in Cincinnati, though he stated to the board that he would lose \$4,500 by doing so.

NEW YORK CITY.

Bill Posters' Union No. 1 gave its annual ball at Tammany Hall on the night of January 11. It was largely attended.

THE FAR WEST.

Mess. Siebe & Green Triumphant.

If any doubt remains regarding Siebe & Green's victory in California, it may be effectually and finally dissipated by perusing the following letters:

San Francisco, Cal., Jan. 13, 1898.

Billboard Pub. Co., Cincinnati, O.:

Gentlemen—We wish to notify you that the Baldwin and California theaters, controlled by Friedlander, Gottlob & Marks, have contracted with us to do their posting, commencing the 20th day of this month. This is one of the hardest blows that we have struck Owens & Varney. This virtually gives us control of every theater in the city of San Francisco with the exception of the Columbia, which is ready to come over to us on the completion of their contract with Owens & Varney.

We also wish to notify you of the fact that Mrs. Anna T. Dunphy, who is the backbone of the concern of Owens & Varney, resigned from her position and bought a half interest with Siebe & Green in Oakland and Alameda county, where she will manage the business. It is really a mystery to us what our rivals will do without her, as she has really been the means of upholding Owens & Varney. She is a good loser, having lost \$15,000 worth of stock, and takes off her hat to Messrs. Siebe & Green, recognizing them beyond a doubt as leaders, and the only leaders, in this business. The madam will personally address a letter to you in a day or two, and she will explain all about her affairs.

Yours truly,

SIEBE & GREEN.

Dic. by J. C. G.

San Francisco, Cal., Jan. 18, 1898.

Billboard Pub. Co., Cincinnati, O.:

Gentlemen—I wish to announce to my friends that I have bought a half interest in the Siebe & Green bill posting business in Oakland and Alameda county. Of course my friends are anxious to know

why I adopted such a course, especially after my successful career in the city of San Francisco. The following are my reasons: I was manager of the Pacific Coast Bill Posting Co. for many years, and operated it on a money making basis and to the entire satisfaction of the company, but owing to some of the directors preferring a man at the head of this institution the management was taken out of my hands. A man by the name of Stone, who was never in this business before, was given the management under contract for one year at an enormous salary. This was, indeed, a bitter pill for me. Nevertheless, I remained with them, having two hundred shares of stock in the company. It was really compulsory for me to continue with them as assistant manager to protect my own interests.

It was then that an opposition started by the name of Siebe & Green. The Pacific Coast Bill Posting Co. changed its name to the California Adsign Co. Under the new management, the firm of Siebe & Green had no difficulty in getting a great many of our best locations. What could I do? My hands were tied and I could do nothing. I laid back, waiting to see what would become of the business, when finally the California Adsign Co. saw their mistake and discharged the manager.

It was then that another new manager, who probably had better judgment, but really did not know anything about the business, was appointed, with almost exactly the same result. The California Adsign Co. then transferred their business to a new concern named Owens & Varney. Of them, I can say that they are perfect gentlemen.

I have been connected with Owens & Varney as confidential adviser and general superintendent of the billboards and theaters, but being given an opportunity to get in with a successful firm like Siebe & Green I, of course, took advantage of the situation and bought a half interest with

them in the Oakland and Alameda business, which I consider one of the best advertising plants outside of San Francisco.

While it is true I sacrificed my two hundred shares of stock with the other people, I know that with the friends I have and the knowledge of the business I possess, it is nothing more than a duty that I owe to my two sons, Paul and William, to see that they are provided for in the future and associated with successful business men. That is my true reason for connecting myself with the firm of Siebe & Green.

As to myself personally, everybody who has ever been to this coast to do any business in our line knows who I am, especially professional and theatrical people.

I owe to my husband a duty also, to keep the name of Dunphy before the public. I have been in the business in the State of California for over twenty-seven years.

I have handled the San Francisco theaters with perfect satisfaction since my husband's death, and every theatrical agent that comes to this coast has a good word for me. I can refer to such people as Friedlander, Gottlob & Marks, owners of the leading theaters of San Francisco; Mr. Al. Hayman, the great theatrical man; Sam Pratt, of bill posting fame; Bob Campbell, the great Chicago bill poster; Sells Bros., who are always pleased to do business with me; Robinson's Circus, who always want to transact their business with me; and Walter L. Main, for whom I did a good turn when in San Francisco. I know he appreciated it very much, especially as he was an entire stranger here.

To conclude with, I wish to state that I consider myself second to none in the line of bill posting business, and Siebe & Green would not have taken advantage of the situation if they did not realize that I am as capable as they are.

Respectfully yours,

ANNIE T. DUNPHY

Eureka, Cal., Jan. 11, 1898.

Billboard Publishing Co.:

Sirs—It is true that I have resigned from the Pacific Coast Association and joined the Associated Bill Posters' Association of the State of California, for the reason that they give better satisfaction than the Pacific Coast Association and give more work. Siebe & Green are more up-to-date in the bill posting line.

Yours respectfully,

W. H. MATHEWS,

Mgr. Eureka Bill Posting Co.



THE EXECUTIVE COMMITTEE IN SESSION.

JOHN MOORE'S VERSION

Of the Fracas on the Coast.

Writing from Sacramento, Cal., under date of January 20, Mr. John Moore, the well-known traveling poster salesman, has the following to say about the controversy in California:

Editor of The Billboard, Cincinnati, O.:

Received yours of the 8th inst., but thought I would defer answering a few days, awaiting developments.

You state every letter you receive from the Coast tends to show that Siebe & Green have all the best of the situation as far as association matters are concerned.

Who are you getting letters from? Siebe & Green are wide-awake, and know how to get five, fifty or five hundred letters mailed to you boosting themselves.

Owens & Varney would not send, or have sent, you one letter that was not on the square.

You ask, "Who has the best showing on the boards?"

Owens & Varney! You can bet your last forty-dollar bill that this is on the square so far as commercial paper is concerned. Who has the bulk of the theater work? Siebe & Green have now about all of it.

Owens & Varney have this week posted for the last time paper for Friedlander, Gottlob & Co. Siebe & Green have the contract with this firm for 1898. They run the three best priced houses in San Francisco.

Mr. Owens informs me that he had been doing the posting for 1897 at 2 cents per sheet, and the firm informed Mr. Owens that he could have the posting this year at 1½ cents per sheet, the price they could get it done for. Mr. Owens refused to take less than 2 cents per sheet. There is where I draw the line. The theatrical managers should pay the regulation price, 3 cents, and give it to the bill poster. Siebe & Green do not deserve any credit for getting the three best theaters away from Owens & Varney at a cut price.

Mr. Simpson showed me messages from the Executive Committee that the Pacific Coast Bill Posters' Association was elected and admitted as members of the A. B. P. A. at New York this week, as you know by this time.

Trusting I have given you the desired information, I am,

Respectfully,

JOHN MOORE.

N. B.—Owens & Varney are refusing national advertising paper at less than 12 cents per sheet per month. Several national advertisers have agents in San Francisco, and the agents get the paper and invite Siebe & Green and Owens & Varney to bid for the work. Owens & Varney quote 12 cents per sheet. As Siebe & Green can bid a lower price they have secured several contracts, probably more than have Owens & Varney.

J. M.

ARTHUR M. PLATO

Throws a New Light on the Situation.

Editor Billboard:

The Far West seems to be coming to the front.

If you will read closely the matter of unfinished business, in copy of proceedings here sent, you will see that the Pacific Coast Bill Posters' Association were rightfully members of the A. B. P. A. some years ago, and that association now

has in its treasury the sum of ten dollars belonging to the Pacific Coast Association. I have no desire to figure in the matter, but I am familiar with the whole situation, and having always "played fair" in every enterprise, I like to see things go right.

If you will read the proceedings of the A. B. P. A. of 1894 you will see the whole matter in print, as placed before the convention of that time by Mr. Carroll.

Respectfully,

ARTHUR M. PLATO.

The paragraph referred to in the above letter is found in the proceedings of the Pacific Coast Bill Posters' for the year 1894, and is as follows, viz:

UNFINISHED BUSINESS.

In the matter of affiliation with the Associated Bill Posters' Association of the United States, Mr. Arthur Plato (as delegate) reported that this association had

Angeles, nor does this association recognize the authority of the Associated Bill Posters' Association to force members on this association in violation of the constitutional laws which govern this association; and, furthermore, if affiliation with the Associated Bill Posters' Association depends on our submission to such arbitrary action, we respectfully withdraw our state membership and request the immediate return of the charter fee advanced for the Pacific Coast Association.

Mr. Plato has long since left the Coast. He is now in business at 429 Odd Fellows' Temple, Philadelphia. He is an authority, and his words carry weight and conviction because he is both unbiased and disinterested.

Nevertheless, Siebe & Green have all the best of the situation, even though Owens & Varney have the charter, be-



G. W. VANSYCKLE, First V. P., I. A. of D.

been duly received into membership as a state association, but the charter had not as yet been received. An official letter from that organization was read, informing this association that they were "preemptorily ordered" to drop Messrs. McLain & Lehman, of Los Angeles, as members, and to accept E. W. Campbell in their stead, also, to accept Mr. Chas. A. Harrois, of Missoula, Mont., as a member of our association. Mr. Plato explained that he had placed before the national body all the facts concerning Mr. Campbell's claim to recognition as a bill poster prior to the action of that body, and he declared their action in this matter an unwarranted interference in the affairs of this association, it being manifestly just and proper to have referred the entire subject to the Pacific Coast Association for investigation before taking any action in the premises.

On motion, the secretary was instructed to write to the Associated Bill Posters' Association in effect that the Pacific Coast Association will in no manner recognize Mr. Campbell as a bill poster in Los

cause a charter without an association is of comparatively little value.

Owens & Varney and Mr. Simpson, too, are perfect gentlemen. Siebe & Green are gentlemen and hustling bill posters as well.

CARLISLE, PA.

Wm. M. Meloy, the zealous and efficient representative of the association at Carlisle, Pa., writes as follows:

"THE BILLBOARD has been the champion of the I. A. of D., and has seconded the efforts of our energetic and efficient secretary, W. H. Steinbrenner, who, by his energy and zeal, has made the I. A. of D. what it is to-day; and any one holding a certificate of membership therein has every reason to feel proud. It has elevated the business of circular distributing to be an honest and reliable one. There are no shysters among its members, nor can any of that kind become a member. The large advertisers are noting our progress and success, and are helping the I. A. of D. by their support in giving the members their work."

Cheap Distributing.

A few general advertisers new in the field, are attempting to get an absolutely honest distributing service at a price that invites dishonest service. They are paying or offer to pay \$1.25 for front door service and \$2.00 for an absolute inside service, and, as one of them stated not long ago, that they had no trouble in contracting at these figures, no doubt but that their proposition is accepted by the majority of distributors, but the question is, Do they get the proper service? If they do, the distributor loses, if they don't they are the losers. No distributor can afford to do distributing at these figures and expect to give an honest service. \$1.50 per thousand is the lowest price for front door service, and for inside service five dollars is a low price if he proposes to rap on each door, wait until some one comes to the door and hand it in. A trial will convince a distributor that if he gets out 250 a day in this manner he has done a big day's work.

Many distributors not getting much business and anxious to get to work, accept such propositions, and, after a trial, find they have bitten off more than they can chew, and the chances are that they will get a little careless in order to avoid losing money.

Advertisers make a serious mistake in beating a distributor down below a reasonable price. Distributing from house to house from eight to ten hours per day is no snap, and a distributor who faithfully leaves only one piece of matter with each family and carries out his contract to the letter deserves good and sufficient pay, and every distributor should hold on to his price. You may lose a contract now and then, but the cheap distributors can not last.

The main fault with cheap distributing is that the advertisers seldom get good distributing, and as a result abandons this line of advertising as unprofitable, where, if he had paid a price sufficient to warrant an honest service, he would increase his appropriation annually.

Distributors should bear in mind that even though they are members of the I. A. of D., they should not expect this association to do it all. They must continue to hustle for business just as hard as ever, and not expect the association to get all their business, and then kick if their expectations are not realized.

The best results can be obtained by each individual member constantly hustling, not only for himself, but for his fellow members. In nearly every city of any size there are more or less firms that do general advertising to sell their goods, either by newspaper advertising, mailing or distributing. Each distributor should visit personally all such firms in his city and draw their attention to the I. A. of D., and the splendid service its member can render in almost every city of importance. Keep constantly at them, and you will soon have them interested, and they will give you and your fellow members a trial. The writer has some ten large advertisers in his city, and he keeps constantly at them, and the result will be that he will get much of their business, and some will contract with nearly the entire membership in the near future. Start now and do your share.

We have received hundreds of letters from distributors this month that we cannot even quote from. We have not the space, even with the paper enlarged as it is. Secretary Case, of the I. A. of D., sends us a big bunch of reports that are also crowded out.

PROWLING PRUDES.

Prurient Preachers and Spouting Spinsters who object to the nude in art.

"So God created man in His own image, in the image of God created He him; male and female created He them."—*Genesis I, 27.*

PASADENA, CAL. worked itself up dreadfully over a few posters recently, but has since concluded to accept the following "remarkable" advice from a newspaper, viz:

"We see no reason for agitating against the bill board pictures of this city. There is little that is objectional except one looks for such especially. To agitate is to advertise, and that is what the bill posters want. Let the matter quietly drop."

ALTOONA, PA. is hysterical.

MONTGOMERY, ALA. shows symptoms of an approaching attack of posterphobia. The following is from the *Journal* of that city:

"Every city at some time in its history develops a mania for rectifying errors of the past, as it were.

Now it is the bill boards.

The flashy lithographs stuck on some of the theatrical boards have inspired the local clergy, it is understood, to file complaint with the chief of police. He denies, however, that the ministers have done so.

Anyhow whether this be true or not, it is a fact that the ministers, enthused by the result of the effort they made during the last legislature to crush out the pool-selling octopus, have some kind of a movement on foot looking to the removal of all objectional posters displayed in this city.

Rev. Dr. Eager is said to be at the head of the movement.

It is said that a delegation of ministers will soon call on Mayor Clisby in relation to the matter."

BRIDGEPORT, CONN.—A good (?) priest of the Roman Catholic Church incites his congregation to deeds of lawlessness and vandalism. The following clipping tells all about it:

"Mlle. Pettitoes, the renowned skirt dancer, with one foot pointed to XII of the clock and the other at VI; 'Miss Celeste Monmorenci, Queen of the Air,' in tights and dangling from the flying trapeze by a finger; 'Mme. Maxilla, the Strongest Jawed Woman in the world,' with more jaw than raiment,—these were some of the picturesque posters, flamboyant, highly colored, that adorned the bill board before St. Thomas' Roman Catholic Church, at Fairfield, on Monday.

The bill board is high and long and square in front of the church doors. Jerry Toomey put it up on his property, and the church people think he did so to spite them. Last Sunday night the bill board was set on fire, but Jerry put out the fire. Just after one o'clock this morning several masked men attacked the board with axes, hit Mme. Maxiella on the jaw, cut off Miss Montmorenci's finger, severed Mlle. Pettitoe's foot that pointed to XII.

Now the theatrical manager who rented the board from Toomey looks to him for damages. Toomey is looking for the masked men and a law suit threatens.

PITTSFIELD, MASS. is trying hard to work itself into a passion. It has not succeeded as yet.

DENVER, COL. however, has passed a fool ordinance that will not hold water

any more than a sieve. It will be knocked out easily in the lower courts, where we understand it is already hung up. It is a pity that the populace of Denver do not feel moved to institute a crusade against newspaper men. They have the choicest assortment of venal scabs in the country to engage their attention. All of the recent trouble over the bill boards in that city was incited and sedulously sustained by the Denver press.

Geo. P. Rowell recently said that space in the leading Colorado papers was not worth five cents on the dollar. It is probably this knowledge of their worthlessness and impotence, that moves the Denver press to attack mediums of real and genuine efficacy.

usually devotes his time and attention to the line most profitable; besides bill posters discourage distributing as much as they can, in order to get advertisers to do more bill posting. Bill posters doing enough posting to keep themselves moderately busy, care nothing for distributing except to get the work and put it out any old way. I know of a few exceptions, but they are few and far between. These few are of the new school of bill posters, and are not tied hand and foot by association red tape rules, and accept business from anybody who pays the price. They conduct a special distributing department and constantly oversee the honest distribution of every piece of matter. They get all the business, and have the highest



THOS. F. KAIN, E. C., I. A. of D.

The Why of it.

A talk with many of the old established houses who do extensive distributing convinces me that they have not yet forgotten the service they got in former years by unreliable local distributors, principally bill posters. They cite hundreds of cases where their matter was absolutely wasted, if ever an attempt was made at all, and many cases where they found thousands of pieces from various firms stored away, and even some persons never took the matter from the freight office. Thus they are wary of all propositions made them from parties all over the country, especially bill posters who, as a rule, gave the poorest service; and I know personally that many concerns turn down absolutely all propositions made by bill posters, and I don't blame them, as but few bill posters give distributing proper attention, especially in licensed towns, where they think they control the field and do as they please.

The margin of profit in bill posting is much greater than in distributing (if properly done), therefore the bill poster nat-

endorsement. However, they are in small towns; and it is necessary for them to follow both lines in order to make it pay.

The former poor service rendered by hundreds of so-called distributors and bill posters has caused many large advertisers to cease doing distributing or to send their own men to travel from place to place, thus depriving honest distributors of millions of pieces of matter annually. Hence it is absolutely necessary for every distributor to do his utmost to give a result-bringing service and to present such reference and testimonials to all advertisers that will convince them beyond a doubt that he is reliable. Furthermore, it is a duty he owes to himself and to the business to report direct to advertisers, if he notices their advertising matter wasted or poorly distributed. Get responsible persons to witness any poor work you may notice, then prepare a sworn affidavit with their names attached, but always give due credit to good, honest distributing, even if done by your bitterest enemy.

Dr. Morse's Indian Root Pills Almanac was shamefully wasted in Cincinnati.

DEATH OF JAS. H. STAATS.

The Veteran Bill Poster of Lockport, N. Y., Has Passed Away—He Did Not Long Survive His Friend Clayton.

The announcement in the *Union-Sun's* special edition January 7 of the death of James H. Staats caused sincere sorrow throughout the city. No man in Lockport was better known than he, and none had more friends. With his passing another landmark is removed from sight, but he will long be kept in pleasant remembrance.

James H. Staats was born in Columbia village, Columbia county, near the Hudson river, June 17, 1836. He comes of Dutch antecedents. His parents were Abram and Minerva Gray Staats. His brother, William H., of Newfane, was born while they were living in Monroe county, and in 1842 the family came to Lockport. The father was a sturdy American, who boasted Dutch ancestors who fought for independence in the Revolutionary war.

He laid aside his studies in the school room at the age of fourteen, entering into the employ of Dr. Delano as clerk in his drug store. He was later appointed to a clerkship in the postoffice.

In the year 1855 Mr. Staats opened a newsroom in the Arcade, and later moved it to the building on Pine street, now occupied by Rowe's market. On account of poor health he was obliged to quit business for two or three years, and sold out to William Scovel, spending those years at Albion, where he had married his first wife. He then returned to Lockport and re-established himself in the news business, continuing in it until the time of his death.

Mr. Staats was an earnest Democrat, but never ran for public office. He was appointed clerk of the village of Lockport, serving four years. He was one of the charter members of the New York State Bill Posters' Association, of which he was secretary for three years. He was also a member of the Associated Bill Posters' of the United States and Canada, and was widely known and esteemed by the many members of that organization.

Among the theatrical profession he was widely known, and for some years he was the manager of the Hodge Opera House.

His first wife was Miss Beach, of Albion, who died seventeen years ago. She bore him three children, a son, who died in infancy, a daughter, Mrs. Curt Blackley, of Lockport, and a son, Lawrence D., who at the time of his mother's death was adopted by his uncle, Dr. Collins, of Rochester.

He married his second wife on January 4, 1887, who survives him. He leaves also his aged mother, Mrs. Minerva Staats, of Newfane; two children, Mrs. Blackley and Lawrence D. Collins; one brother, William H. Staats, of Newfane, and two sisters, Mrs. Sarah J. Richardson, of Newfane, and Mrs. Harry C. McCollum, of Lockport.

The funeral was held from the house, Beverly Place, at 11 o'clock on the morning of January 10. Rev. W. E. Faber conducted the services.

You can, and you often do, skip the advertisements in the papers, but you can not get away from the billboards. Try to dodge one and you will run smack up against another. After this has occurred for the fortieth time, you, like everybody else, will give in and gracefully acknowledge the corn.

Signs & Sign Painters

Address all communications for this department to
R. H. FORGRAVE, Pickerington, Ohio.

When Solomon said, "The thing that hath been, it is that which shall be; and that which is done is that which shall be done, and there is no new thing under the sun," he was not guessing at it. This applies to sign painting as well as to anything else. There is but little room for originality. We may think for a time we are on to something new, but sooner or later we are undeceived. This is a big world. Many minds are concentrated on the very things we are thinking about. What makes us think this, is from the fact that a contemporary published an alphabet lately, purporting to be a new German alphabet. We have an old Egyptian alphabet of seventeen characters, which historians claim has been used from time immemorial. The characters, however, are rudely drawn. By comparing this with the up-to-date alphabet, we find a striking similarity in them, which compels us to conclude that this latter alphabet is only an improvement on the old Egyptian alphabet. There are more letters in the German alphabet, but they are drawn on the same plan.

An advertising sign should be made plain. Anything that detracts from its legibility lessens its value from an advertising standpoint in proportion that its legibility is decreased. Flourishes and scrolls, nicely drawn, and fancy lettering are nice to look at, and reflect great credit on the artisan, but they won't sell goods. Endeavor, as much as possible, to make the reading matter strong, plain and to the point, so that the average person can read it at a glance and understand it without hesitation. An unintelligent sign, or one that is hard to read, is an abomination, and when it is made so by the artist trying to get up something fancy, it calls for a useless expenditure of money, for which there is no excuse. I was talking to a prominent business man on this subject of advertising signs a few days since, one that spends thousands of dollars annually in advertising. Among other things, he said: "What is the use of a highly decorated sign if it don't assist in selling goods? A few may admire it, but the majority of people who have money to buy goods are too busy to analyze the fine decorative features of a sign." He further added: "This is the reason I don't patronize sign painters more than I do. I cannot afford to pay for the extra work in the way of decoration that some of them put on their signs, when it does me no good. If they would come down from their perch and get some business sense into their heads, there is no question but that their work would soon be doubled. All men recognize it as being the most stable advertising there is."

La Tour is regarded as one of the best advertising sign painters in America, but it seems to us there is too much misused space on most of his bulletins. We do not wish to be considered a carper. In fact, we do not care how he does his work. Still, we are aware that the public demands to know something more about the thing advertised than is usually displayed on the boards. The New York people are not the only ones who advocate brevity in sign painting. Pittsburg is noted for its big bulletin boards with nothing on them. The autoer of mod-

ern newspaper advertising never wrote an article on signs and posters that he did not express some of his erratic ideas on this point. This is his chief point of attack. But, then, Charles Austin is to be excused for his frenzied views, for he is about half right.

Sign painting is ever changing. What is the proper thing to-day, is out of date to-morrow. This is largely due to the itinerant sign painter, who, in the course of a season's travel, comes in contact with all varieties and manner of lettering. Several sign painters traveling the same territory will deduce different systems from the same observations. One will construct a system of fat letters, while another will chose another style to build from.

Alum in paste is essential. It keeps the paste from spoiling and mice from eating it. Paste should be made with soft water.

Strong masses of color will attract the eye quicker than the most beautiful art tones. The persons that maintain the theory that the colors of a sign should be harmonious are not in it when it comes to advertising.

Lower case letters are more easily read than caps because they are used the most. The reason why they are not used more than they are, is because sign painters do not learn to make them. In bulletin sign painting, lower case may be often advantageously employed. It is usually customary to commence each sentence with a capital, the same as printed matter. Some sign painters commence each word with a capital. This is not in accordance with good usage of the English language.

Muslin should not be sized with lime size, if the intention be to use water colors on it. Lime exerts a chemical reaction on some water colors, which is detrimental to the color. A glue size is always best for water colors. Paste size, made in skim milk, is the best size for general purposes. Skim off the scum as it boils.

There are several fillers on the market that will do for sign painters, but those in paste and liquid form are rather expensive; not so expensive if all is used, but when the package is broken the remainder soon spoils if not put into an air-tight receptacle, and is a dead loss. All sign painters use white lead. Buy some Reno filler, which comes in dry form, and mix it with white lead, about half and half, as near as you can guess. Put in enough turpentine japan to make it dry in the required time. You have a filler now which you can rely on under every and all circumstances. Some claim that $\frac{1}{2}$ white lead and $\frac{1}{4}$ Reno filler is the best way to mix it. It works the smoothest under sandpaper of any of the fillers. The color it gives is a dirty cream. If the board is intended to be white, give one coat of white lead, then one coat of lead and zinc, with but little oil and much turpentine. It is not necessary to give a coat of paint before puttying. Take and mix up some of the lead and filler in dryer to a stiff batter, and press into the cracks with a square pointed putty knife. It is not necessary to go to the extra work of sanding these puttied places. Put on the filling mixture and sand the whole at once.

Answers to Correspondents.

A. R. T.—Gold leaf, which contains 25 leaves per book, costs about 45 cents retail; silver leaf, 25 leaves, about 15 cents. The tools required for laying leaf are a gilder's cushion, which costs from 75

cents to \$1.50, according to size; a gilder's knife, cost 50 cents; a gilder's burnisher, cost about \$1. Bronze powders cost anywhere from 10 cents to 50 cents, according to kind. Trench gold, gold color only, costs the most. If your dealer does not keep these products, you may obtain them from any art store that does a retail business through the mail. For an up-to-date process of gilding refer to the November, 1897, issue.

Luminous Paints.

W. and B.—A complete process for making luminous paints has never been published in THE BILLBOARD. We had intended to do so, and so promised; but realizing the impracticability of their being manufactured by the ordinary painter we did not do so. But as the question has been asked several times, we take the liberty of presenting for your consideration the following process, which is copied from a contemporary, that you may see that it is impracticable for you to make it, without you intend to make a business of it. Luminous paints, in all colors, may be had at almost any novelty dealer's in painters' materials that retails through the mail. Write to Wm. Sedgwick, 260 Clark street, Chicago:

"Calcium sulphide is the substance usually employed in the preparation of such paints. Although this ingredient is simply a preparation of oyster shells and sulphur, roasted, it has been sold at \$3 a pound. It was long made at this price in a single factory in England; but an Austrian firm found a way to produce it at 50 cents a pound, and the price is still too great to admit of a general use of the material.

"This calcium sulphide has a yellowish cast, which impairs its value for white paint, and besides this it loses its luminous property when mixed with paints. A Dresden inventor, however, produces a luminous paint, white and colored, that is said to be very durable, retaining its color through the day and giving forth a bright glow by night. First, a varnish is made by melting Zanzibar or Kowrie copal over a charcoal fire; 15 parts of this is dissolved in 60 parts of French oil of turpentine, and the filtered solution is mixed with 25 parts, previously heated and cooled, of pure linseed oil. Ordinary varnish will not do, as it contains lead or manganese, which destroys the phosphorescence of calcium sulphide. Neither will it do to pass the mixture through iron rolls, as iron injures its luminous properties. Granite rolls are indicated as proper.

"A pure white paint is produced with 40 parts of this varnish to 6 parts prepared barium sulphate, 6 parts prepared calcium carbonate, 12 parts prepared zinc sulphide and 36 parts of good luminous calcium sulphide, mixed in a proper vessel to an emulsion, and ground quite fine in a stone color mill.

"Luminous paint of poor quality emits a light that soon fades, changing its color to a dull reddish or muddy color. A good quality of such paint has been known to retain its luminous property unimpaired for more than five years.

"A temperature of 300 degrees to 400 degrees will not effect a luminous condition of calcium sulphide, though an increase of temperature of 25 degrees will render it much more luminous. That this is not a conversion of heat into light is shown by the fact that if kept at a high temperature it will become more luminous in a shorter time. A lowering of temperature by ether or other volatile liquid will diminish the luminosity.

"Phosphorescent powder may be prepared as follows: 10 ounces carbonate and phosphate of lime, obtained by cal-

cining oyster shells and sepia bones, is mixed with 10 ounces caustic lime; then $2\frac{1}{2}$ ounces chloride of sodium, calcined, are then added, and 20 to 25 per cent. of the weight of sulphur, 3 to 7 per cent. sulphide of calcium, barium, strontium or magnesium, which has previously been exposed to sunlight. The lighting power is further increased by adding a phosphorescent matter, obtained from the ashes of marine plants. These powders may be mixed with suitable varnish. Collodion, paraffine, silicate soda, etc., may be incorporated with them.

"Luminous colors for artists' use are prepared by using pure East Indian poppy oil instead of the varnish described as the Dresden invention; quantity same as for the varnish. The materials must be ground exceedingly fine. For luminous oil-color paints, pure linseed oil is used instead of the varnish. The oil must be cold-pressed and thickened by heat. For making a luminous paper, take 40 parts of paper pulp, 10 parts water, 1 part gelatine and 1 part bichromate of potash, with 10 parts of phosphorescent powder. Such paper will glow in the dark, and is suitable for labels, signs, etc.

"Luminous paints are prepared for painting on glass, etc., by omitting varnish and adding 10 per cent. more of Japanese wax and $\frac{1}{4}$ this quantity of olive oil. This gives a wax color that may be used for decorating porcelain, to be afterwards carefully burned in (without access to air), or coated with soluble glass.

"For producing several colors of luminous paint, proceed as follows: Red, 60 parts varnish, 8 parts barium sulphate, 2 parts prepared Madder lake, 6 parts prepared realgar (red arsenic sulphide) and 30 parts of luminous calcium sulphide. The mixture of these is effected the same as described for the white luminous paint, and this will apply also to all the hereto described colors.

Blue—42 parts varnish, 10 1-5 parts barium sulphate, 6 2-5 parts ultra-marine blue, 5 2-5 cobalt blue and 40 parts luminous calcium sulphide.

Yellow—48 parts varnish mixed with 10 parts prepared barium sulphate, 8 parts barium chromate and 34 parts luminous calcium sulphide.

Green—48 parts varnish mixed with 10 parts barium sulphate, 3 parts chromium oxide green and 34 parts luminous calcium sulphide.

Orange—46 parts varnish, 17 $\frac{1}{2}$ parts barium sulphate, 1 part prepared Indian yellow, 1 $\frac{1}{2}$ parts Madder lake, 38 parts luminous calcium sulphide.

Violet—42 parts varnish, 10 2 parts prepared barium sulphate, 2.8 parts ultra-marine violet, 9 parts cobalt arsenate, 36 parts luminous calcium sulphide.

Gray—45 parts varnish mixed with 6 parts prepared barium sulphate, 6 parts prepared calcium carbonate, 0.5 part ultra-marine blue, 6.5 parts gray zinc sulphide.

Yellowish-Brown—48 parts varnish, 10 parts precipitated barium sulphate, 8 parts augurpigment and 34 parts luminous calcium sulphide.

"The varnish used in making these compositions is that described elsewhere. Calcium sulphide (C. A. S.) is obtained by heating in a close vessel a mixture of 3 parts of oyster shells and 1 part sublimed sulphur. The shells are first cleaned, then heated a half hour, then cooled off and pulverized. The gray particles are removed, and the white powder is placed in a crucible (covered with a paste made of beer and sand), with alternate layers of sulphur. After an hour's heating, the mass is cooled and the powder is sifted and ground with gum and water. This preparation is also known as Canton's phosphorus, so named from John Canton, F. R. S. (1718-1722), an English electrician and physicist."

From the above, you will see that the process is quite complicated, and the chances of getting a satisfactory product are against you. Hence, you will save money and a lot of vexation by buying it ready for the brush.

LETTERS TO THE EDITOR.

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

CORRESPONDENTS will please bear in mind that THE BILLBOARD'S mail is enormous. We receive from 2,500 to 3,000 letters a month. They are all read carefully, and any items of news they contain are carefully noted and used. It is simply impossible to print the hundredth part of them. If we had a hundred pages at our command, we could not print them all. We are glad to get them, though, and glad to read them.

They are all carefully perused, and the information, hints and suggestions which they contain are digested, assimilated and worked into the paper indirectly. Every letter we receive has an influence on the policy of the paper. Write us often, but do not be disappointed if we cannot find space for your matter. WE ARE ALWAYS OPEN TO ADVICE AND SUGGESTION.

Oregon City, Ore., Jan. 18, 1898.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—Enclosed find subscription to BILLBOARD. Your agitation to increase prices for country posting is a move in the right direction. For instance, a party wants \$20 a year for a 20-sheet space. We cannot charge more than the association price, 4 cents per sheet, which is \$8.60 for the 20-sheet space, if it is covered all the year, which is not the case. On account of rain here in the winter, advertisers shut the paper off for about three months, which leaves \$7.20 a year for the stand. With a plant of ten stands, from 20 to 74-sheet capacity, where does the small bill poster get in? Only as a side issue and with the hope of increase of population and growth of town does the country bill poster hold on with a tenacity worthy of a better cause.

If he puts on a good plant in his town, he can not hope to be paid for the lumber for years, which we know from experience; but with better prices we could afford to put up first class boards and maintain them as such.

Now we are going to try a plan which, if the advertiser will accept, will enable us to put up new boards and at the same time aid them very much. We are going to erect boards 2½ feet higher than those now in use (10 feet), and paint signs on them at a price that will pay for the boards for one year's showing, and at the same time will be cheaper than the same space would be even at 4 cents per sheet, be more attractive and not affected by the weather. This is the only plan by which country bill posters can keep up plants, and this is only open to those who can paint signs.

We have on our boards Beeman's Gum, Star Tobacco, Bull Durham, Piper Heidsieck, Annt Jenima Pancake Flour, Sandow Cigar, Export and La Capitan General Cigar and some local work. Are distributing for Dr. Sloop Medicine Co.

Wishing success to THE BILLBOARD, I am,
Very truly yours,

J. H. HOWARD,
Manager Oregon Sign Co.

Columbus, Ohio

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—Since January 1 we have distributed 18,000 books and made 12 window displays for Dr. Sloop Co.; 15,000 books for Humphrey's Medical Co.; 16,000 samples Grain-O for Genesee Pure Food Co., and 20,000 pamphlets and samples for A. A. Vogel, druggist of our city; also, 5,000 envelopes for Prof. F. C. Fowler, Moodus, Conn. Have contracted with Madam M. Yale, of Chicago, and Mr. and Mrs. Corwin, proprietors of Nerve Force, of our city. I. A. of D. members in counties adjoining Franklin might send their card to this firm.

Yours respectfully,

F. ALTMAN & SON

Springfield, O., Jan. 15, 1898

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—I have just heard of the Jubilee number, and I assure you I am with you in saying that the organization is the best of the kind in existence. It is the real thing, and stands alone in a class by itself, ruled so far by no job

but for the interest of all the members.

I have no hesitancy in saying that it is being conducted by level-headed officers, men who are not only interested on account of their own personal benefits, but who have in mind the benefit to every member of the association.

Besides, the association protects every advertiser that patronizes it, and there is no "bluffs" about it. It is the real thing.

When any firm can establish the fact that any member has not done the work that his contract calls for, then our association sees to it that the wronged party gets his money back. That is the kind of an association we have got, and it appears to me that in a short time the I. A. of D. will control all house-to-house distributing in the country.

There has not been any fighting to see who is the boss of the association, because every member is a boss, it goes to prove that the I. A. of D. has been run for the mutual benefit of all, and it has also been run purely upon business principles. All the officers are A. No. 1, and deserve the support of the association. Pull together as we have been doing, and in another year we will have a member in every city, town and village in the country. Then we will control the business, and that is the "fellow" we are after.

When any member tries to make any disturbance in our ranks, as has been done in similar organizations, that member must be called down; and if he continues to prove contrary or quarrelsome, his expulsion from the association will certainly follow. We have a good thing now, and it should be our aim to keep it so.

Yours very truly,

H. H. TYNER

Newark, N. J., Jan. 10, 1898

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—I am pleased to note the wonderful increase of members in the I. A. of D. This branch of the business has long been in disrepute, and for good cause; but the advertiser is safe now in the hands of this association.

It will need a good, sharp watch on employees. Get clean, bright young men. The old fellow may be all right, but has lost that hustle; "can't get there-moves" don't do.

The association is well started on the road to success, and will be a great big satisfaction to the advertisers, and their interest is our interest.

We are just closing a distribution of 30,000 "Happy Days," and hope it will prove happy to the advertiser. There are several large contracts to fill, and we seem to receive our share of the work. I judge it would be mutually beneficial to have the I. A. of D. convention held in Buffalo at the same time as the A. B. P. A. If not on the same day, in the same week. The attendance certainly will be double what it would be in any other city or any other date.

The bill posting goes very smooth and very swift. While the work is not crowding, still the boards are nicely filled. We are constantly adding to our city and suburban holdings, and are building them mainly of iron. The first cost is larger, but they more than repay this with very few billings.

We are testing a patent paste, and from results of trials so far it is a great success, and will be a winner. We have a very exposed painted bulletin, on which we posted paper, using this paste only. There is not a crack or a break in any of it, and sixty days have passed since we posted it and we have had several very severe storms, but it does not phase the paper posted with this paste. I will be pleased to give any information regarding this paste. Some one will say, "Oh, Slocomb must get staked for this," but we only get a good paste and pay for it. Write to Nontalk Chemical Co., 130 Passaic street, Newark, N. J., and there you are.

The sign department is a success. We are working on a number of large orders, and have several others in view.

We just had a very pleasant call from our friend, Mr. George Leonard, and I think in a few days he will have something to say about the patent paste. He is also in favor of the I. A. of D. convention in Buffalo, and in favor of some fixed prices for distribution.

Wishing one and all a prosperous year, I beg to remain,

Yours truly,

E. W. SLOCUMB,
Mgr. Newark Bill Posting Co.

Sisterville, W. Va., Jan. 19, 1898

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—We read THE BILLBOARD every month. We are not subscribers, but it comes to our news dealer, Mr. Frank Phillips, and we get it from him.

We were reading that letter in your December number (page 18), a communication with no signature, and we are in the same fix ourselves. We have a town here of 5,000 inhabitants and a county of 40,000 inhabitants, but for some reason

we cannot get advertisers to put anything in this section. They send their stuff to the druggists' and merchants' to distribute, and about nine-tenths of the paper is piled in a corner until it is hauled away and burned. Does that do the advertiser any good? If so, in what way?

We know every road in the county and can give advertisers the best of reference as to our method of distribution and bill posting.

We are putting up new boards all over the county. We are not members of the association, but hold up prices as the accompanying circular will show. We have about decided to throw up the sponge and go at something else. We must live, but cannot do it without work.

While writing this letter some boys are putting out a four-page circular for the Dr. Miles Medical Co., Elkhart, Ind., and I have eight here before me. Now, would it not be better to give this work to some responsible person? Don't you think it would pay them better to know their work was being done right?

Now, what would you do if you were placed as we are? Would you quit business, or would you hold out a while longer? Any pointers you can give us will be appreciated. Thanking you for favors, we are,

Respectfully,

KIDWELL & SEWELL

Your position is indeed trying. Still, you had better continue the business as a side line. Even then, though, there would not be enough in it for two.

From South Africa.

Cape Town, Dec. 8, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—We beg to enclose you postoffice order for 12½ being two years' subscription to THE BILLBOARD.

We are glad to say we are now receiving the issues regularly, and fully appreciate them.

We received your letter some little time back asking us which towns we control. In answer, we beg to state that we control every city, town and village of any note in the country south of the Zambesi.

Our business embraces every form of advertising, viz: Bill posting, painted walls, bulletin painters, novel signs, distributors, plate tackers, card tackers, ad authors, newspaper ads, railway, tramway, bus ad, contractors, etc. We solely control all advertising arrangements for the Cape Town and Port Elizabeth Electric Tram Cos.

At the present time business is quiet, through the unsettledness of the Transvaal, but we hope that the new year will bring changes for the better.

Although somewhat late by the time you receive this, we beg to wish yourself and the craft in America a Merry Christmas and prosperous New Year.

Yours truly,

SOUTH AFRICAN ADV. CO.
G. G. GLASS, Proprietor

Paso Robles, Cal., Jan. 7, 1898

Editor THE BILLBOARD,
Cincinnati, O.

I am rejoiced to know that the I. A. of D. is making such good progress. Last month I made a distribution and window display for Dr. Sloop and the druggist has sold out the first order and I sent for the second, and there is a great demand for the medicine.

With best wishes I am,

Very truly yours,

HARRY GEAR

Peussacola, Fla., Jan. 10, 1898

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—Please let my ad stand in the next number of THE BILLBOARD. I would have written before, but have been very busy. His tributed last month 3,500 Tablets for C. F. Hood & Co. 1,500 samples Pain Pills for Dr. Miles Medical Co. and have finished 5,000 Old Caken Lucket for Dr. Kulmer & Co., with a prospect for work from other firms soon.

Yours truly

JOHN I. SMART.

Piquette, O., Jan. 22, 1898

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—We have not said anything about advertising for some time, but will say that we are members of the I. A. of D., and think it is O. K. We are doing a good deal of work in distributing. Are putting out Dr. Chase's, Dr. Miles' and a lot of distributing for the opera house. We have a great deal of local distributing at present, also posting and sign tacking.

With best wishes for all, we are,

Very truly yours,

HINSON BROS.

Salem Ore. Jan. 13, 1898.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—I have been a reader of your very valuable journal for a long time, and I find it of great benefit, as well as a source of great pleasure. The only fault I find is that it does not come often enough.

We are posting for the following firms: The American Tobacco Co., 250 sheets of paper; The Chimax Tobacco Co., 2,000 samples; also much local posting. Distributed 2,000 papers for C. F. Hood and 2,000 books for Lydia R. Pinkham Co. We are now distributing 1,500 samples for H. O. Muhl, and have coming 1,500 Lyon Coffee samples.

Very truly yours,

SALEM B. P. CO.
R. L. PENTON Manager

Fitchburg Mass., Jan. 8, 1898

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—I take this opportunity of informing you of the new launching of an outdoor advertising concern in the near future, covering the territory of New England only.

It is the intention of those concerned to make possible the covering of the smaller towns in New England with commercial paper, which have never before been possible to bill. In addition to this the company will solicit bill posting, painted ad signs, distributing and lithographing contracts.

In the early spring a large capital will be expended in building painted sign boards on all railroad lines entering the larger cities of New England.

The plans at present are rather immature, but an announcement will be made in March, through ads in the leading poster papers, as to the exact scope of the new concern.

For the present, the business is being cared for at No. 25 Congress street, Room 5, Boston, Mass. by

Yours truly

T. F. KEITH

Butte, Mont., Jan. 16, 1898

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—Enclosed please find subscription for BILLBOARD, and in addition allow me to say that your Christmas edition impressed me so favorably that I decided at once to subscribe. I have been very busy lettering twenty big stands, that will average 75 running feet each, all engaged by one local merchant—almost as much paper as we contracted for with the Ringling Bros. circus. This will give you a slight idea of what kind of stuff Butte City merchants are made of. It is just a year since we bought out Fred Kerth, and since that time we have been continually increasing, until now we have doubled our plant. We now claim 100,000 square feet of boarding, and during the month of December every foot of it was covered.

My partner, Mr. C. A. Harnois, owns and controls all billboards in Helena, Anaconda and Missoula, and I am happy to say that he informs me that in the month of December he did an excellent business in the above towns.

I have just closed an order for 60 8-sheet hand-painted posters for Fuizer's Old Honesty Plug Tobacco.

January has started out much better than we had any reasons to expect, and think the bright prospects will continue throughout the balance of the month.

Yours very respectfully,

HARNOIS & KENDRICK

Pittsburg, Pa., Jan. 22, 1898

To My Fellow Members of the I. A. of D.

GREETING—On this our Jubilee, we must consider that at we are all members of one craft, and laying all enmities aside do all in our power to uplift the association which, in my estimation is the greatest and most prominent organization of its kind in the world.

During the short time I have been a member I can say with much confidence and pleasure that the members are more in touch with each other than in any other fraternal association.

I am now writing to thank the members, one and all for their kindness to me since my election as second vice president of this association, and my aim was, and is always, to help along this good cause.

During my term to date I have sent out 150 letters to advertisers, and the answers in almost every case have been so favorable to us that I am getting ready to send out another lot. It does our members good, for the advertisers to know that we are alive to their interests.

The time is very near when the advertiser will appreciate the interest we all take in his work. The guarantee will bring him closer to us.

When you can help another member by a word or two, do it. That member will, sooner or later, reciprocate in some manner. Anyhow, it does not cost you anything to say a word or two,

Members to get acquainted, should write to me often. I have found lots of pleasure in answering letters to my brother members. It is all to you good, and you are better for the writing.

The BILLBOARD is our official organ, and it is every member's duty to write at least once in a month, giving us some news of what he is doing, and what the other distributors in his town are doing. That is how we get many pointers on the work that is being done.

Members of the I. A. of D., advertise in our paper. It shows that you are interested both in the paper and in the association.

Other officers are now writing for this issue. I must close, hoping that as February, 1922, comes round we shall be so large that BILLBOARD will have to give us several pages for our news.

Wish for BILLBOARD! Long may it live
Years in fraternal love and fellowship.

J. A. HUDSON
Second Vice President I. A. D.

Williamsport, Pa., Jan. 25, 1922

EDITOR THE BILLBOARD,
Cincinnati, O.

DEAR SIR: I am now working for the Dr. Chase Co. and will begin on 2,000 for the Hart Drug Co. in a few days. Have signed several contracts for future work, so you see we keep busy. With best wishes for THE BILLBOARD and I. A. of D., I am,

Very truly yours

S. M. BOND

Lima, O., Jan. 19, 1922

EDITOR THE BILLBOARD,
Cincinnati, O.

DEAR SIR: I wish to take this chance to thank you for publishing what you did in regards to the new book being sent out by Siebe & Green, of San Francisco, to the advertisers, in your Xmas number for I at once wrote them, and in a short time I received the elegant book of their locations that you spoke of. I tell you, I only hope more of the large cities will do likewise, and I think that will be the means of helping all of us, for it is the advertiser's attention we want to attract.

Will close by saying I thought your Xmas number was the best holiday number you ever sent out. I am glad to hear you are increasing your subscription list among the advertisers. I don't see how you can help it for I am getting a postal almost every day from your office, calling my attention to your most valuable paper. Let the good work go on. Be sure to get my standing ad in next issue.

Yours truly,

W. C. TIRRILL & CO.



W. E. PATTON, E. C., I. A. of D.

Savannah Ga. Jan. 1, 1922
Editor THE BILLBOARD
Cincinnati, O.

DEAR SIR: We arrived in Savannah forty eight hours after the interview with you, looked the city over and found the conditions so favorable that we decided Saturday morning to leave, and at once commenced negotiations for the opening of a bill posting plant. We live up to this evening secured a number of the best boards that were here and have locations for new boards in choice places all over the city and receipts for shut-out contracts on same. Will at once begin erecting new boards, so you can assure any advertisers who want to place paper in Savannah that we are ready to do business, and could to-day give better service than they have ever had here. Will in two weeks have sufficient space for a good working plant. Please favor us with some samples of commercial work also price of advertising space in BILLBOARD.

Hoping you will remember us to all interested we remain,

Very truly

BERNARD K. ANDERSON,
Lock Box 57.

Bill Poster Runs Amuck.

James Besant Breaks Seven Windows Before Captured.

James Besant, a bill poster employed by a North Side theatre, ran amuck on Clark street December 14th, leaving a trail of angry saloon-keepers in his wake.

After visiting several places and doing his utmost to turn them upside down, he reached No. 193 Clark street, and, being prevented from entering by a force of employes and others about the place, proceeded to wreck it. He had broken seven windows when the police arrived, and after being bucked up acted like a mad man. He raved and tore at the bars of his cell for a time after being taken into custody, and made things extremely uncomfortable for the lock-up keepers and the other prisoners. *Chicago Inter-Ocean*

Do not use cheap and nasty booklets, pamphlets or circulars, and then blame the distributor for poor results.



F. M. GROVES, E. C., I. A. of D.

ROCHESTER.

The papers of Rochester, in reference to the fight between that city and the Rochester Bill Posting Co., are of the opinion that honors are easy. Such is not the case. While Mr. Stahlbrodt is not entirely out of the woods, as indicated by the subjoined clipping, still he has compelled the city to give him a license, has prevented it from interfering with his business, and has, in fact, achieved a distinct and signal victory all along the line. Honors are easy—dead easy—for Stahlbrodt. The following is from the *Rochester Herald*, December 30:

The case of the Rochester Bill Posting Co. vs. the City of Rochester was before Justice Nash yesterday morning once more. It came up on a motion for a new trial, made by Edward R. Foreman, of the corporation counsel's office. He held that the plaintiff had an adequate remedy at law. Theodore Bacon appeared for the bill posting company.

The Wilson Bill Posting Co., distributors and general out-door advertisers at Worcester, Mass., have lately erected two hundred new boards, in prominent locations, on all the principal thoroughfares of the city, and are prepared to give satisfactory displays at reasonable rates.

Last month the business department notified that well-known hustler of Atlanta, Ga., Mark D. Bitchelder, that his subscription had expired, and asked him if he wanted his subscription continued. "Yes forever!" he tersely wrote across the letter, and returned it with his check for two years' subscription.

Guinan & McLeod, of Manistique, Mich., have dissolved partnership. A. McLeod has bought the opera house and boards, and will operate a card tacking and distributing bureau also.

BILL POSTERS' BRIEFS.

Interesting Items Boiled Down to Small Space.

The *Louisville Despatch* (Jan. 9) had a most amusing series of six cartoons entitled, "Buncoed by a bill poster".

Alderman Kahler has a new bill board ordinance, to be introduced at the next meeting of the Council, which limits the size of boards to eight feet in height by twelve feet in length, and requires the consent of property owners.—*Chicago Tribune*

Col. Burr Robbins' trip to Southern California and Mexico was delayed somewhat by his wife's illness. It is hoped that the trip will benefit Mrs. Robbins' health.

Jim Curran is having more than his share of trouble. Colorado Springs is suffering from as bad an attack of poster-phobia as that which recently convulsed Denver.

J. Ballard Carroll, of Albany, N. Y., entertained Uncle John Lakin during the holidays. Ballie has dispensed with Miller, his erstwhile solicitor.

The Indianapolis Bill Posting Co. and the Empire Bill Posting Co., of the same city, have gotten into the courts. Oh, for an open association!

There is talk of the western members seceding from the A. B. P. A. and forming an association to embrace everything west of Ohio.

The advertiser who confines his expenditures to the billboards and house-to-house distributing has a much better chance to succeed than one who advertises only in the papers.

THE BILLBOARD.

PUBLISHED MONTHLY AT

127 East Eighth Street. Cincinnati, O., U. S. A.

Address all communications

For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per square line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Legu's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bvelano's, 17 Avenue des Opera. The trade supplied by the American News Co. and its branches.

Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy.

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

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

FEBRUARY, 1898.

THE growth of the International Association of Distributors during the last two months has been simply wonderful. In all our experience we have never known an association to equal it. The best thing about this remarkable growth, moreover, is that it is sound and healthy. The association seems to be attracting to itself the best men in the business. Applications are scrutinized with great care, and it is next to impossible for an incompetent or unreliable distributor to gain entrance to the organization.

This makes the association very strong. Ultimately it will be invincible, because ultimately it will be able to restrict its guarantee to firms who patronize its members exclusively. When it does so, advertisers will patronize; I. A. of D. members alone.

The guarantee of the International is worth much to an advertiser, and it is worth more and more as the association increases in membership. In the end it will be worth an advertiser's while to sacrifice some few preferences in order to enjoy its benefits.

**

At present, of course, the guarantee of the association applies to all advertisers, and we find them in many instances patronizing unattached distributors in towns where the association has a member. This is annoying. Many members feel themselves aggrieved. They argue that, the association having provided a guaranteed service advertisers should reciprocate by patronizing association members only. Their arguments possess both force and fairness. Still, it should be remembered that there are good distributors outside of the association who, by reason of honest, efficient service in the past, have earned the esteem and confidence of many advertisers. It is demanding entirely too much of an advertiser to expect him to summarily cut off these faithful servitors and transfer his patronage to an entirely new man simply because the latter is a member of the I. A. of D. and enjoys the advantages of its guarantee.

No advertiser whose patronage is worth striving for will be guilty of any such injustice.

**

NEVERTHELESS, the I. A. of D. members will triumph in the end. The influence of the organization is a powerful one. No one who has been a member for a year will deny that he has been benefited. He has found that his business has grown—slowly, perhaps—but materially, and that the growth can be directly attributed to his membership in the association. As we said before, the time will come when the I. A. of D. can deny its guarantee to advertisers who patronize distributors operating in opposition to any of its members, but the time for such action is not now, nor is it near at hand. Any attempt to institute such a policy at present, or in the near future, would savor strongly of coercion, and coercion, no matter how feasible or expedient it may appear, is never advisable. The I. A. of D. is making magnificent headway. We sincerely hope nothing will be attempted which is likely to prejudice advertisers against it and impede its progress.

**

IN spite of all the stuff that is written and printed about the value of newspaper space, any serious, thinking advertiser, if he will but stop to consider, knows that it is ephemeral, and consequently fleeting and unsubstantial. Can any one imagine a more useless, worthless thing than yesterday's paper? Hardly; and yet how incessantly we hear it asserted that the daily paper is the best of all advertising mediums. How seldom the assertion is challenged. Column after column of flapdoodle, merely ringing the changes on this one theme, is ground out daily. Advertising papers vie with one another in extravagant reiterations of the fallacy. Authorities (save the mark), no matter how widely they may differ on other phases of advertising, are practically a unit when the question of the best advertising medium is broached.

After all is said and done, though, it is really a difficult matter to find a medium which does not possess more real claims on the consideration of an advertiser than these self-same, much vaunted newspapers.

**

OF all the doddering idiocy that a parcel of lunatics could be guilty of, the recent action of the Executive Committee of the A. B. P. in appointing a committee on constitution and by-laws is the worst. Think of it! An Executive Committee, a body which by its very name is merely administrative, usurping the legislative prerogative of the members in convention assembled. And Jefferson's, Cushing's, Roberts' and Smith's manuals may be bought at such reasonable prices, too. Oh! dear; oh! dear. As the committee seems to be so woefully off on the subject of parliamentary practice, we are impelled to inform it that it has made an ass of itself. If the constitution and by-

laws need amendment or revision in the estimation of the president, he may suggest it in his message or address at a regular meeting, and the matter may then be taken up. The function of the Executive Committee is to execute, to carry into effect the behests of the members at large—nothing more—Mr. Stahlbrodt to the contrary, notwithstanding.

OUR VOTING CONTEST.

Who Is the Most Popular Bill Poster in America?

The Billboard Will Present the Winner With a Trip to Dublin, Ireland and Return Next August.

As will be seen in another column, Youde's Limited of England has failed, hence the United Bill Posters' Association will meet in Dublin, Ireland, next August. THE BILLBOARD will send an American ambassador to attend this meeting.

It is meet and proper that he should be a representative American bill poster, chosen by popular vote, not of an association, but by the craft at large. The winner of this contest then will be the bill poster who receives the largest number of votes.

HOW TO VOTE.

Write the name of your candidate (nothing else) on the coupon below, and mail it to THE BILLBOARD Publishing Co., Cincinnati, O. Each coupon will be counted as one vote for the bill poster whose name it bears. All February coupons must be voted before March 1. This rule is imperative. It is necessary to prevent hoarding of coupons and voting them in a lump at the last moment.

FEBRUARY COUPON must be voted prior to March 1, or it will not be counted.

The most popular Bill Poster in America is _____

and he should be our ambassador to the meeting of the United Bill Posters' Association in Dublin, Ireland, next August.

HOW THEY STAND.

The votes received by the various contestants up to date is as follows:

Isaac Monk	91
Geo. H. Siebe	81
Geo. M. Leonard	22
R. C. Campbell	21
H. W. Walker	19
Jas. F. O'Melia	14
Jas. A. Curran	13
Edw. A. Stahlbrodt	10
Chas. Vogel	9
Al. Bryan	8
Geo. Castner	8
J. Ballard Carroll	7
E. C. Donnelly	7
Frank Fitzgerald	7
Albert Weber	7
Jas. H. Staats	6
J. J. Flynn	5
P. P. Oliver	5
P. F. Schaefer	3
John G. Reese	1
L. H. Ramsay	1

Under our arrangement with the American News Company, THE BILLBOARD is supposed to be on sale at all newsstands. Patrons unable to secure it will please notify us, giving place and date.

THE EXECUTIVE COMMITTEE MEETING.

Pursuant to the president's call, the Executive Committee of the Associate Bill Posters' met at the Bartholdi Hotel, New York, Monday afternoon, January 17. The session consisted of three meetings, viz: Monday afternoon, Monday midnight and Tuesday night. Of the proceedings, it need only be said briefly that they did those things which they should not have done, and left undone those things which they should have done, and adjourned to meet again February 17.

It is said there was a hot time in New York January 17.

That the daily paper was the best advertising medium is a proposition disputed by no one. That billboards, bulletins and house-to-house work now give better results is equally indisputable.

THE SHORTER CATECHISM.

Ques.—What is the chief end of the official organ?

Ans.—The chief end of the official organ is to glorify Campbell and pay McManus a salary.

Ques.—If it takes five pages of ads per month to pay McManus' salary, what does the Riverside get?

Ans.—The Riverside gets left.

Ques.—Will the A. B. P. settle deficiencies?

Ans.—Not on your natural.

Ques.—If Campbell settles, what is he?

Ans.—A rank sucker.

Ques.—What is the circulation of the official organ?

Ans.—Campbell knows.

Ques.—Who else?

Ans.—The Riverside.

Ques.—Who else?

Ans.—McManus.

Ques.—Who else?

Ans.—Nobody.

Ques.—What do the advertisers get for their money?

Ans.—They get the double cross.

Ques.—Does Stahlbrodt love the official organ?

Ans.—Devotedly.

Ques.—Why?

Ans.—Because it glorifies Campbell.

Ques.—Why does it not glorify Stahlbrodt a little bit now and then?

Ans.—Because that is the province of *Display Advertising*.

Ques.—Why does *Display Advertising* glorify Stahlbrodt?

Ans.—Because Hoff would lose his job if it did not.

Ques.—Does glorifying Stahlbrodt pay?

Ans.—Yes; it pays Stahlbrodt.

Ques.—Does *Display Advertising* pay?

Ans.—Yes. So far it has paid its bills with commendable promptness.

Ques.—Does it yield dividends?

Ans.—Yes—in the shape of great big chunks of grief.

Ques.—Can Stahlbrodt stand grief?

Ans.—Like a Spartan. In fact, he seems a perfect glutton for grief.

Ques.—Will Stahlbrodt ever get enough grief?

Ans.—There never yet was a person who sought it with diligence and persistence but obtained all he wanted—and a little more.

GLOOMY OUTLOOK

FOR THE NEWSPAPERS.

One of Them Sees the Handwriting on the Wall and Interprets It.

Englishmen are fond of forming societies. Perhaps something of this tendency is unduly observable on this side of the water, but for present purposes it is unnecessary to look close at home. The Englishmen demonstrate their trait in this line most ostentatiously whenever a great public event is at hand. This was exemplified in the days preceding the queen's Jubilee, when the entire area of the British Isles was plastered with charity funds, public improvement funds, societies for this, that and the other purpose. It was a revel of organization that reminded the observer of the days of the worthy men and women who undertook to supply natives of Borboola-Gha with flannel shirts and poke bonnets. Now comes a line of effort that, however it may smack of the British tendency to organize upon the slightest pretext, will enlist the sympathies of many American citizens who have suffered from a similar cause. It is called the National Society for Checking the Abuses of Public Advertising. It is an aesthetic propaganda, and it deserves success in its plea for the amelioration of the condition of the thoroughfares of modern cities. There is a disposition at present making itself very apparent to hoist the proclamation of all sorts of wares into public notice without the least regard for the proprieties of scenery, architecture or general surroundings. The eye is constantly being offended by the intrusion in the vision of glaring advertisements on dead walls and fences. The poster craze has contributed its share to the demoralization of the streets. Green girls and blue cows call attention to pale pink beverages, while purple men declaim with spiral grace upon the virtues of lavender villa sites. Electricity has been utilized to a dazzling, blinding extent to announce the unexampled excellence of all sorts of aspirants for public favor, patent medicines, liquors, cigars, real estate, bicycles, theatrical entertainments and what not. The atmosphere is eloquent in color and illumination in behalf of the wares of mankind. It is a serious question whether such advertising really pays. The newspaper that reaches the people in the quiet of their homes, where plain facts can best appeal to the intellect, is by far the preferable medium of communication. The glaring sign that offends the taste and the public sentiment is not apt to be an efficient missionary. But somebody has started the thing going, and it will probably continue, with trade after trade falling into line until the sky, the air and the landscape have been surrendered wholly to the blaze of light and color. — *Washington Star*.

Gus, H. Shepherd.

Mr. Gus, H. Shepherd is a bill poster of several years' experience. He is a gentleman that can be thoroughly relied upon, and he takes contracts for posting bills for theaters or advertisements. He is conscientious and does his work well or not at all, and there is as much science and genius in posting a bill properly as there is in any other line of business. All speak highly of him as a citizen, and by his hard work, energy and integrity has made hosts of friends.—*Ventura (Cal.) Free Press*.

New Periodical Publications.

Vol. 1, No. 1, of *Current Thought*, a sociological review of literature, economics, science, art and religion, is at hand. The magazine is *Current Events*, established 1893, rechristened. It is edited and published by C. Elton Blanchard, 802 Ansel avenue, Cleveland, O. Monthly; 25 cents per copy, \$1.00 per year. The following is the table of contents of the January number:

The Single Tax; The Colonizing Movement; Ruskin Up to Date; The Fairhope Colony; The Christian Commonwealth; The Pinon Colony, Pinon, Col.; The George Junior Republic; Current Thought in the Leading Periodicals; Journals for Future Review; The Social Democracy; Editors Corner; The Editor's Platform; The Colonizing Movement; The Problem of the Machine; Announcement; Important Notice; The Future of Current Thought; C. Elton Blanchard's Lecture Work; The Money Question. Books and Their Producers; Notes and Comments.

The editor invites contributions from men and women who think.

Vol. 1, No. 2, of *Ads* (November issue) is before us. It is a bright little monthly of 16 pages, 5 1/2 x 8 1/2. It is edited by H. M. Caldwell, Mammoth Building, Louisville, Ky., and published principally in the interest of the editor.

The prosperity number of *Newspaper-dom* was a truly great paper.

The Show Window, a journal of practical up-to-date window trimming, published by C. L. Williams, 1130 Caxton Building, Chicago, is one of the new ones which will last. There is need of just such a paper—great need—and *The Show Window* fills the bill.

The January issue of *Advertising Experience* was both beautiful and interesting.

Ad Sense, in point of appearance, is as far ahead of the average advertising pamphlet as one can well imagine. It is as clean cut and fascinating as a rare gem.

The January issue of that wonderful journal, *The Inland Printer*, is so exquisitely beautiful that it simply transcends description. It is a technical journal that deserves a general circulation. Every advertiser who is interested in the highest achievements of typography and artistic printing should subscribe for it \$2.00 a year in advance. Address, Inland Printer Co., 212 Monroe street, Chicago, Ill.



The Burning Opera House, at Junction City, Kas.

C. M. WHITMIER DEAD.

The Founder of the New York Bill Posters' Association Passes Away.

C. M. Whitmier, of the firm of Whitmier & Filbrick, died at his home, No. 179 South Division street, Buffalo, N. Y., at 10:55 o'clock Thursday, January 20.

The end was not unexpected, as Mr. Whitmier had been ill for a long time, but when it came, it was not without its shock.

Probably no man was more generally known in Buffalo, and, in fact, in New York State, than was Mr. Whitmier. He had ever been a stirring business man, and his diverse enterprises brought him into an acquaintance with thousands of persons every year.

To bill posters all over the United States and Canada his name was as familiar as a household word. James H. Staats, of Lockport, N. Y., who also passed away during the past month, informed the writer that it was Mr. Whitmier to whom the credit of forming the New York Bill Posters' Association was due. Upon investigation, this was found to be true.

Mr. Whitmier was born in Germany fifty-two years ago. He came to this country with his parents when he was fifteen years old. The family settled in Owego. Mr. Whitmier engaged in several branches of business, and at one time was one of the most extensive handlers of patent medicines in the United States. Twenty-five years ago he came to Buffalo, buying out the bill posting firm of Walker & Bro. In this line he continued till the time of his death, though in the meantime he was interested in many other enterprises. Several years ago he received into partnership with him C. F. Filbrick, who had served him faithfully for many years, and the new firm became as well known as the old one.

Some time ago Mr. Whitmier became interested in the culture of grapes and the manufacture of native wines. He bought a large vineyard near Brocton, Chautauqua county, and became a wholesale wine merchant.

Mr. Whitmier was married, soon after coming to Buffalo, to Miss Annie Parker, who survives him. The deceased had been in failing health since the middle of last August, when he was injured in a fall he received at Brocton. He ascribed much of his ill health to that cause, but the physician says his death was due to cancer of the stomach.

Bill posters everywhere will learn of Mr. Whitmier's death with the keenest sorrow and regret. Mrs. Whitmier and Mr. Filbrick have the sympathy and condolence of the entire craft.

ENGLAND.

"YOUDE'S LIMITED" FAILS.

The magnificently audacious scheme to syndicate the bill posting plants of the United Kingdom has failed. The following letter from Mr. Bennell, one of the promoters of the daring effort, is self-explanatory:

London, England, Jan. 7, 1898.

Editor of THE BILLBOARD,
Cincinnati, O., U. S. A.

Dear Sir—I have four communications of yours before me, two dated November 29, one dated December 6 and another dated December 7. I have not had a moment during the past few months to do any kind of correspondence that was not absolutely essential, and much that has been essential even has been neglected, heaps of letters and telegrams remaining unanswered for days and weeks. This must be my apology for not replying to your communications earlier. All your communications have been sent to Manchester, but it will be as well to address any other letters to me at the above address. I am obliged for the copy of THE BILLBOARD, which you have forwarded to Manchester, and which has reached me from thence, in exchange for a copy of *Youde's Bill Posting Journal*. I am afraid that the last issue of this publication, *Youde's Journal*, has been sent out; at any rate, for the present, as, unfortunately, at the crowning point of our efforts, the necessary subscription of cash by the public, has not been sufficient to justify the directors continuing the scheme, and such moneys as have been received have been returned, so that the company may be considered dead for the time being. Efforts are, however, being made to resuscitate it on new lines, and these may be successful in some way or other; and, in fact, such combination as Mr. Youde has shadowed forth must take place in this country, unless the trade is to be absolutely worthless, and to be a prey for the advertisers more than it has been before. It would take a volume to explain the real inwardness of the movement. It occurs to me that you might like an article on the subject and that it might be worth something to you, but perhaps the time has scarcely come yet to write it, as efforts are still being made to bring about the amalgamation on the lines which Mr. Youde has laid down, and when they have been carried to a successful issue, or finally abandoned, I might be able to write you such an article, which may be of some value to you, and you can let me know what you think of the idea.

If you take up the voting contest, you may be perfectly sure that the meeting will be held, whatever may be the outcome of the arrangements that may eventually be made with regard to the business on this side.

I shall be pleased to assist you in any way I can, and am obliged for the Christmas issue of your periodical, which du'y reached me.

Yours very truly,

J. J. BENNELL.

St. Louis.

The American Advertising and Bill Posting Co. plant of St. Louis, P. G. Stout, manager, has been sold to W. F. Williamson Advertising Sign Co. of St. Louis. It is the intention of the Williamson Co. to maintain a first-class bill posting and advertising sign business. The combination of these two plants will give an unequalled showing.

BOROUGH OF BROOKLYN.

Charles J. Patterson applied to Justice Maddox, in the Supreme Court, on behalf of the plaintiff in the suit of Margaret Fitchett, as administratrix of the estate of her husband, George H. Fitchett, against Thomas J. Murphy, Bernard Link, William P. Fay and the American Bill Posting Co., for an order permitting the plaintiff to examine the books of the company. Mr. Patterson said that from the time of its incorporation until April, 1897, Fitchett was the president of the American Bill Posting Co. He worked for nothing, and the only salaried officer of the company was Bernard Link, who, as manager, got \$35 a week. In April the defendants, who owned five-sixths of the stock of the company, ousted Fitchett and elected Murphy president at a salary of \$100 a week, Link treasurer and manager at a salary of \$80 a week, and Fay secretary at a salary of \$50 a week, thus spending \$11,960 a year for what, under Fitchett's administration, cost \$1,820. On June 8, 1897, Fitchett died, and his widow, who owns fifteen shares of the company's stock, is suing to restrain the company from paying these big salaries to its officers and for an accounting from the officers and judgment directing them to pay back the salaries they have received. Mr. Patterson said that she desired to examine the books. The defendants told her that personally she might have that privilege, but she could send no one to act in her stead. As she knows nothing of bookkeeping, a personal examination would benefit her nothing.

W. J. Foster, in opposition, said that the defendants denied that they had raised salaries at the meeting in April. In September, 1894, salaries of officers were fixed at \$50 a week, with the exception of the treasurer, who got \$100. Fitchett received his \$50 a week, as did the others. Mr. Foster gave several reasons why he believed Mrs. Fitchett should not be allowed to have an expert accountant examine the books, and decision was reserved.

J. E. Cunningham, of Baldwinsville, N. Y., writes as follows:

"I read your article on advertising in small towns and rates for same. It is true that many city bill posters send to the large advertising firms a list of towns adjacent to his city, that he has a controlling interest in, for the only reason that he may secure larger contracts. He then sends a few posters to the local bill poster and deducts 10 per cent. of the amount of the local bill poster's bill. This is true; at the same time the city bill poster does not control space enough in the small towns to hang a U. S. 1-cent postage stamp. This kind of business has got to stop. Let all large advertisers secure a full list of all small town bill posters from THE BILLBOARD Publishing Co. Send the work direct to the local bill poster. No city bill poster has a string on me."

Junction City, Kas.

The opera house at this point was totally destroyed by fire January 14. On another page we print a cut of the conflagration, made from a photograph sent us by Herman Delker, city bill poster at Junction City. The photograph was taken at night, and is something of a curiosity.

An interesting letter from Jas. Donaldson, of Ithaca, Mich., is crowded out of this issue.

Dixie's Doings.

The day is drawing near when the enormous cost of the traveling distributor will be dispensed with, for the service which the I. A. of D. is rendering the general advertiser is gaining more and more favor. And to that end, I say speed the day.

This is Jubilee Year with us. We ought to bend every effort to make this year the greatest in the history of the association. Brethren, let us get to work at once.

As time goes by, it is growing more and more evident that we have the right kind of mettle at the helm guiding our ship of state along its true course. No association was ever guided with a truer or a braver set of men; faithful in every discharge of duty, yet bending every energy and will power to make the association nobler and purer in its methods.

Where will the next convention be held? will soon be the all absorbing question for the members, and which the Executive Committee will have to pass upon. Meanwhile, the Trans-Mississippi Exposition is moving onward, and should command attention.

EDW. B. BRIDGER.
Atlanta, Ga.

James S. Claxton, of Halstead, Pa., writes as follows:

"I noticed the paragraph about D. O. Gunnells in the January issue of THE BILLBOARD, and was very much surprised at same. I traveled with Mr. Gunnells for a considerable length of time, and found him to be very strict with his work and ready to help an honest distributor all he could. I also found him to be a gentleman from head to foot."

Jas. B. McConnon and E. D. Marchael have dissolved partnership at Dayton, O. The firm jointly held a franchise in the I. A. of D., which each now claims. The Executive Committee has the matter under consideration. A member writes: "For the good of the association, it is to be hoped that McConnon will be awarded the franchise. He is much the best of the two men."

C. P. Thomas, of Marietta, O., writes that he is getting some work through the I. A. of D., and is glad that he joined it.

TIRRILL'S UNIFORMED MEN.



knowing you are watching them. I think every member of the I. A. of D. should use them. If they write me, I will tell them how easy they are to get up, cost, etc."

The following letter, written to W. H. Case by W. D. Redington, is of general interest to distributors, and hence we give it space:

Binghamton, N. Y., Jan. 6, 1898.

W. H. Case, Soliciting Secretary I. A. of D., No. 24 N. Minor St., Ft. Wayne, Ind.

Dear Sir—It has frequently come to my knowledge of late that many of the members of the I. A. of D., as well as members of other bill posters' and distributors' associations throughout the United States, are laboring under the impression that Dr. Kilmer or myself, one or both, are connected with the United Manufacturers' and Publishers' Adv. Co., A. Scott, manager, Colloes, N. Y.

I desire to state that neither Dr. Kilmer & Co., nor myself, have any interest in the above company or any other distributing or bill posting association, further than placing our work with members whom we believe will give us the best service; and any person, association or organization claiming to control the work of the Swamp-Root people as an inducement to secure new members, can be branded as securing money under false pretenses. The Dr. Kilmer Co., of Binghamton, N. Y., control their own business.

I also desire to emphatically state that the Dr. Kilmer Co. are in no way connected or interested in the publication of my "Up to Now" copyright, Responsible Advertisers' List, or the copyright "List of Responsible Distributors' and Bill Posters' of the United States, which I will issue later; and members of the craft should not subscribe for these publications, thinking it will especially secure them Dr. Kilmer & Co.'s work. The lists are owned and controlled by myself, and sold strictly upon their merits, at one price to every one, and I hold out no inducements or promises other than that the publications are worth the money to any one desiring to do more business.

Fraternally yours,

W. D. REDINGTON.

J. H. Crownover, of St. Paul, writes: "I admire your earnest efforts in our behalf. You deserve the support of all honest distributors, whether members of the I. A. D. or not."

The International Association of Distributors will not be responsible any further for Owens, of Detroit. Charges have been filed against him.

DETROIT.

I. T. Little and the Walkers Likely to Fight the Claims Out in the Courts.

Not long ago J. T. Little, clerk of the justice courts, organized a company to do bill posting. Previous to that time the bill posting business of Detroit had been almost entirely in the hands of H. W. Walker & Co., and the firm was considered to have such a "good thing" that Little and a few of his friends conceived the idea that it would be an equally good thing to break up that monopoly and capture a share of the business.

The new company worked quietly at first, and before the old company knew what was happening they had a goodly number of the billboards about the city rented, had bought others outright, and had erected still others where none were before. They were just getting into nice shape to do a fine business when the old company discovered what was up and began to strew tacks in the path.

One of these tacks developed into a suit, which is now on trial in the justice court. The bone of contention is the right to post bills on a certain board on Michigan avenue, just east of Trumbull. The property is owned by J. F. Webber and leased to the Banner Creamery Co. Little thought he had a good lease to the board, and he covered it with his paper, but the Walker company came along and covered that paper with other paper, and now it looks as though the case would have to be fought through several courts before a settlement can be reached. A billboard war, with cut rates and all the accompaniments, may be the result.

Mr. John H. Beltz, of Scranton, Pa., will hereafter devote his entire time and attention to distributing. He believes that his field is large enough to warrant his cultivating it assiduously, and thinks that he can best succeed in house-to-house work, if engaged in that alone. He stands very high in Scranton, a fact amply proven by a dozen or more testimonials, which he sends us, and one of which we print herewith, viz:

To whom it may concern:

I was this day notified by Mr. John H. Beltz, who has been in our employ for about twelve years, that he has decided to drop out of the lumber business and devote his whole time and attention to advertising, regarding the same financially more to his interests, and asked if I could give him a recommendation.

The fact of his long continuance with us I would consider sufficient, but will add that for faithfulness, sobriety, honesty and integrity there is none that stands higher.

Respectfully yours,

GREEN RIDGE LUMBER CO.

GEO. D. BROWN, Mgr.

Scranton, Pa., Jan. 22, 1898.

S. M. Bond, of Williamsport, Pa., writes: I am now working on 8,000 for the Dr. Chase Co., Philadelphia, Pa. Will soon begin on 9,000 for the Hart Drug Co., and have signed contracts for other work soon. Since I have been doing the distributing for the Dr. Chase Co. in this city and Jersey Shore, Pa., there have been some persons wonderfully benefited by the use of his remedies. I think there is every indication of a large sale of his remedies in the near future.

Mr. Bond is a hustler, and good returns may be expected from the work placed in his hands.

LIST OF FAIRS. 1898

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Posters and dates are published absolutely free of charge.

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ALABAMA.

Attala Dixford Lake Northeast Alabama Assn Oct 18 to 22 W F Higglins pres Dr I W Avers sec Geo W Eichelberger treas

GEORGIA.

Carnival Oct 11 to 13

ILLINOIS.

Avon Avon fair Aug 23 to 26 D R Bowton pres Julian Churchill sec Springfield State fair Sept 26 to Oct 1

INDIANA.

Indianapolis State fair Sept 12 to 17

IOWA.

Des Moines State fair Sept 12 to 17

KANSAS.

Osaka-Johnson Jefferson county Agr and Mec assn Sept 5 to 10 Edwin Snyder sec

KENTUCKY.

Owensboro Davies county fair Oct 4 to 7

MASSACHUSETTS.

Brockton Brockton fair Oct 5 to 9

MICHIGAN.

Grand Rapids State fair Sept 5 to 10 Hillsdale 48th Hillsdale fair Sept 2 to 6 Dwight A Curtis pres Fred A Rolthberger treas C W Terwilliger sec Reed City Tri-county Exposition and Fair Sept 20 to 22

MINNESOTA.

St Paul State fair Sept 5 to 10

MISSOURI.

St Louis State fair Oct 3 to 8

NEBRASKA.

Omaha State fair Sept 19 to 24

NEW YORK.

Oneonta Oneonta fair Sept 12 to 15 Syracuse State fair Aug 29 to Sept 4 Gen'l Benj F Tracy of Brooklyn pres W Judson Smith treas Syracuse Jas B Docharty sec Albany

NORTH CAROLINA.

Newbern Annual Exhibition of East Carolina Fish Oyster Game and Industrial assn Feb 8 to Mar 5 Wm Dunn pres Geo Green sec

OHIO.

Columbus State fair Aug 29 to Sept 3 Richwood Tri-county fair Oct 11 to 14

OREGON.

Salem State fair Sept 22 to 30 D H Looney pres A Bush treas G D Gubrielson sec

PENNSYLVANIA.

Allentown Allentown fair Sept 19 to 23 Jeremiah Roth pres W K Mohr sec Mansfield Mansfield fair Sept 27 to 30 1898 John M Barden pres J A Elliott sec W D Husted treas

RHODE ISLAND.

Providence State fair Assn Sept 5 to 9 F E Perkins pres Earl H Porter treas Walter W Dexter sec

TEXAS.

Dallas Texas State Fair and Dallas Exposition Assn Oct 1 to 16 Sydney Smith sec and gen'l manager Houston Afro-American Fair and Interstate Expo. Sept 1 to Nov 30 Bishop A Grant pres F J Richardson sec

VERMONT.

Rutland Rutland county fair Sept 13 to 15

WISCONSIN.

Milwaukee State fair Sept 19 to 24

CONVENTIONS, Fetes, Celebrations, Etc.

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

Albany N Y A O H of America April 12 to 16 Atlanta Ga Confederate Veteran Reunion July 20 to 23 Baltimore Md American Pharmaceutical Assn Aug 29 to Sept 12 James H Bobbitt sec Raleigh N C Baltimore Md Supreme Council of Chosen Friends 3d Tuesday Sept 1897 S K Wagner supreme sec Plula Pa Binghamton N Y New York State Assn of School Commissioners and Superintendents Nov 1898 Miss Cora A Davis sec Whitesboro N Y Boston Mass Catholic Total Abstinence Union July Boston Mass American Poultry Assn July 18 1898 Boston Mass Sovereign Grand Lodge F O O F 583 Boston Mass New England Sportsmen's Exhibition March 14 to 20 sec 216 Washington st Boston Mass Ancient Order Hibernians July 1898 Jas O Sullivan nat sec Philadelphia Pa Boston Mass Mid Summer Meeting American Whist League July 11 Hotel Venetian Pres Mandell Detroit Chattanooga Tenn National Educational Assn Feb 1898 Chautauqua Lake N Y American Assn of Librarians 1898 Melville Dewey sec Albany N Y Cincinnati O Annual Convention of Master Horseshoers Oct 11 1898 W J Moore sec Pittsburg Pa Cincinnati O Triennial Meeting General Grand Chapter Sept 1898 Cincinnati O Saengerfest Jubilee 1898 Cincinnati O Catholic Knights of Ohio 1898 James A Dailey sec Toledo O Cincinnati O Grand Council R A M Sept 27 1898 Cincinnati O National Encampment G A R Sept 5 to 10 Cincinnati O Grand Chapter Sept 28 and 29 1898 Cincinnati O American Foundrymen's Assn 1897 1898 Cincinnati O National Embalmers' Assn 1898 Cincinnati O Supreme Council Ancient Accepted Scottish Rites Sept 20 1898 Cincinnati O Beta Theta Pi Fraternity Annual Convention July 1898 Cincinnati O Wholesale Saddlery Assn Oct 27 to 29 Cincinnati O National Laundrymen's Assn 1898 H W Steer sec Cleveland O Cincinnati O Grand Court Ohio Foresters 1898 Cincinnati O National Convention of Educators June 27 to 30 1898 Cleveland O Y M C A Golden Jubilee 1898 Cleveland O Brewmasters' National Assn Sept 1898 Cleveland O Students' Assn Feb 23 to 27 Robt E Lewis sec Y M C A building Columbus O State Encampment G A R May 18 and 19 Columbus O Masonic Grand Lodge Oct 1898 Columbus O Ohio Retail Hardware Dealers Assn Last of Feb Council Bluffs Ia Interstate Sheriff's Convention June 14 to 16 1898 W C Davenport sec Sioux City Ia Denver Col American Medical Assn June 7 to 10 Detroit Mich National Evangelization Union 1898 Rev F Mason cor sec North New York Detroit Mich American Society of Civil Engineers July 1898 Detroit Mich Michigan Foresters Convention Feb 14 and 16 John A McGilivray supreme sec Detroit Mich International Assn of Coupon Ticket Agents Sept 1898 Detroit Mich Maccabee Convention June Nov 1898 Rev F Mason North cor sec New York City Denver Col Biennial Convention of the General Federation of Women's Clubs June 23 to 27 Denver Col American Medical Assn June Denver Col National Dairy Commissioners' Assn August Elmira N Y Grand Chapter R A M Feb 1898 Elmira N Y Independent Order Odd Fellows August 1898 Elmira N Y National Convention of Police and Alarm Superintendents Aug 9 and 10 Evansville Ind first Convention of State Paclatic society May Dr P J Barcus pres Crawfordsville Ind Grand Rapids Mich Railroad Master Blacksmith's National Convention 2nd Tuesday Sept 1898 D D Garbraant sec Atchison Kas Hartford Conn Ex Prisoners of War Assn of Connecticut Feb 22 Geo Q Whitney sec 4 Summer street Hartford Conn Hutchinson Kas Kansas Musical Jubilee May 24 to 27 B S Hoagland sec Indianapolis Ind Conclave of the Supreme Lodge K of P August 25 1898 Indianapolis Ind Convention Improved Order of Red Men Sept 13 1898 Indianapolis Ind National Laymen's Convention M E Church Oct 1898 Indianapolis Ind National Convention Epworth League 1899 Indianapolis Ind National Prison Congress Sept 1898 Kansas City Mo Colored Baptists Sept 1898 Kansas City Mo American National Baptist Convention

Kansas City Mo National Harness Mfrs and Dealers Protective Assn Sept 13 to 15 Kansas City Mo State Editorial Assn Feb 7 and 8 Kansas City Mo American Federation of Labor Dec 1898 Frank Morrison sec Kansas City Mo National Building Trades Council 1898 W H Steinbiss sec St Louis Mo Louisville Ky Junior Order United American Mechanics June 21 to 24 1898 Edward S Deemer nat sec Philadelphia Pa Madison Wis State Semi-Centennial Celebration June 7 to 10 1898 Reuben G Thwaites sec Milwaukee Wis State Semi-Centennial Celebration June 27 to July 2 Reuben G Thwaites sec Madison Milwaukee Wis National Catholic Teachers' Convention Aug 2 to 4 Address Catholic Normal School St Francis Wis Milwaukee Wis National Builders' Assn Feb 8 1898 James J Barry sec Boston Milwaukee Wis National Hardware Assn Nov 16 1898 Mt Clemens Mich Convention of Gas Men May 14 to 21 1898 Nashville Tenn International C F Convention July 5 to 12 B F Alexander sec New Haven Conn Lumber Dealers' Assn of Connecticut Feb 9 L A Mansfield sec New Haven Conn Epworth League Convention New Haven District Feb 10 Rev G W Carter sec Hartford Conn New York City National Scripture Society 1898 Mr Barr Ferree sec 113 Wall street New York City Commercial Travelers' Fair February 25 to March 3, 1898 Alfred Chasseaud manager New York City National Music Teachers' Assn 1898 James P Keough sec New York City Niagara Falls Pan-American Exposition May 1 to Nov 1 1898 R C Hill sec Buffalo N Y Omaha Neb Supreme Council Ancient and Accepted Scottish Rite Southern and Western Masonic Jurisdiction Oct 1898 Omaha Neb National Assn of Postal Clerks June 1 1898 G A Wood sec West Medford Mass Omaha Neb Sons of Veterans National Encampment Sept 1898 Charles R Darling commander-in-chief Omaha Neb National Eclectic Convention 1898 Omaha Neb American Institute of Homoeopathy June 1898 Omaha Neb National Road Parliament 1898 Omaha Neb Annual Convention National Republican League June 14 to 16 Omaha Neb Louisiana Press Ass 1898 Omaha Neb Surgical and Gynecological Assn Dec 2 to 29 G H Simmons sec Lincoln Neb Ottawa Kan American Public Health Assn Sept 1898 Dr C O Probst sec Columbus O Peot a Ill Illinois State sportsmen's Assn Feb 6 E Simmons sec Peoria Philadelphia Pa German American Journalists' Assn Date not decided Philadelphia Pa National Convention Master House Painters and Decorators of the United States Feb 12 to 14 1898 Philadelphia Pa National Assn of Agricultural Implements and Vehicle Manufacturers 1898 Philadelphia Pa National Assn of Master House Painters and Decorators of the U S Feb 8 to 10 Jos Kennedy sec-treas 944 Linn street, Cincinnati Ohio Pittsburg Pa Grand encampment of Knights Templars 2d Tuesday in Oct 1898 W B Melish Jr Junior Warden Pittsburg Pa National Brick Manufacturers Feb 1898 T A Randall sec Indianapolis Ind Pittsburg Pa Biennial Convention of the Knights and Ladies of Honor of Pennsylvania 1899 grand sec Fred Voelcker Philadelphia Richmond Va Association of Railway Superintendents of Brides and Buildings Oct 18 Rochester Ind National Conference of Friends Aug 1898 Rochester N Y Jubilee Celebration of 50th Anniversary of Spiritualism, June 1 to 5 1898 Rochester N Y State Convention Y M C A Feb 10 to 13 W A Hubbard Jr Rochester Chairman of Committee on Arrangements Rock Island Ill Union Veterans' Union 1898 Gen H L Street commander-in-chief Washington D C Sausuck O Master Painters' and Decorators' July 26 to 28 San Francisco Cal Northern Baptist Convention 1898 Saratoga N Y National Car Builders' Assn Convention June 15 Savannah Ga Travelers' Protective Assn Convention April 11 to 14 St Louis Mo Wholesale Drug Assn National Convention October 1898 St Louis Mo Carriage Builders' National Assn Sept 1898 B C Mclear sec Wilmington Del Syracuse N Y Semi-Centennial Oct 11 to 17 1898 Toledo O Letter Carriers' National Con Sept 5 1898 Toledo O Grand Army of the Tennessee 1898 Toledo O American Railway Men's and Telegrapher's Political League Feb 15 and 16 Topeka Kas Kansas State Editorial Assn Feb 7 and 8 Topeka Kas National Creamery Buttermakers' Assn Feb 21 to 25 J E Nissley sec Toronto Ont Annual Convention Keeley League Aug 1898 Chas J Paddock sec 269 Dearborn st Chicago Ill Troy N Y State Convention of Knights of Columbus Feb 1898 Utica N Y G A R State Encampment May 18 and 19 Washington D C National Educational Assn July 9 to 14 Irwin Shepard sec Winona Minn Washington D C National Educational Assn July 7 to 13 Arthus O Neill sec 1410 G street Washington D C Woman's National Press Assn Feb 18 and 19 Mrs Dr Rosetta L Gilchrist vice-pres Ashtabula O Wheeling W Va Reunion of the Society of the Army of West Virginia Sept 1898 Williamsport Pa Union Veterans Legion 2nd Wednesday Oct 1898

Poultry Shows.

New York City International Health Exhibition April 25 Tipton Ind The Madison and Tipton Counties Poultry and Pet Stock Assn June

Expositions.

Niagara Falls N Y Pan-American Exposition 1899 R C Hill sec Oakland Cal J W Nelson pres Geo Rolth sec Union National Bank treas Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

Horse Shows.

Germantown Pa May 23 to 28

Dog Shows.

Baltimore Md Baltimore Kennel Club March 22 to 25

Races.

Rome Ga Spring Meet April 18 to 26

Geo. M. Leonard, of Grand Rapids, and L. H. Ramsey, of Lexington, were BILLBOARD callers January 31. Mr. B. B. Chapman entertained both gentlemen handsomely during their short stay in Cincinnati. Mr. Leonard was on his way to Louisville, Ky., and Memphis, Tenn., as emissary of the Executive Committee of the A. B. P. A. He expected to spend February 1 and 2 in Louisville and the 3d and 4th in Memphis. He will investigate the claims of the rival concerns in both these cities, and report to the Executive Committee in Chicago, February 7.

Profitable Publicity, a new advertising paper, will make its appearance at San Francisco February 1. It will be edited by E. J. Arnold, 474 Claus Spreckel's building, San Francisco, and has been selected as the official organ of the California Bill Posters' Association.

The Curran Bill Posting Co., of Pueblo, Col., has bought out their opposition at that point, acquiring all right, title and interest. The Curran Co. are now sole bill posters in Pueblo.

Harry B. Bussing's service at Norwalk, Conn., is beginning to attract attention and excite comment. Advertisers and agents both speak in the highest terms of it.

Chas. L. Morgenstern is away down in Dixie in advance of the Sparks shows.

J. Edward Stroyer, of Rochester, N. Y., one of the oldest members of the I. A. of D., is doing well.

J. F. Buxton, of Norwalk, Conn., is meeting with much well merited success. His service is first-class in every particular.

O. P. Fairchild & Co., of Covington, Ky., also covers, Ludlow, Milldale, West Covington, Rosedale, Central Covington and Bromley.

A. J. Finn, city bill poster, is doing a big business at present. He has got on his boards the following paper: Side-Tracked, Jane Coombs, Pingree's Puffs, Rose Leaf Tobacco, and is now distributing almanacs for Dr. Green's Nervine, of Boston, Mass.—Democrat, Cheboygan.

HOWLAND Advertising Sign Co., Rome, N. Y.

Send in Your Fair Dates. Send 20 cts. stamps or silver for the Mascot HENNEGAN & CO. CINCINNATI.

THE CALUMET DISTRIBUTING CONCERN.

Members of the International Association of Distributors. Cover all of Lake county, Ind. DISTRIBUTING! SIGN TACKLING! SAMPLING! Lake county is rich in agricultural and manufacturing interests, is adjacent to and tributary to the great city of Chicago. A trial order solicited. FRANK E. GERO, MANAGER. HAMMOND, INDIANA.



I employ men. I employ good, faithful plodding men---men who are anxious for work and desire to hold a situation. As far as possible I employ married---men of family. I pay them good good wages, and last but not least, I WATCH THEM CONSTANTLY. They work under the supervision and surveillance of two overseers. I, myself, am after them constantly.

"Eternal Vigilance is the price of success." That is my motto and that is why Steinbrenner's Service is a success.

IF YOU WANT TO COVER
WRITE ME ABOUT IT. ✻

CINCINNATI. ❁❁

WRITE **W. H. STEINBRENNER,** 519 MAIN ST., CINCINNATI

SERVICE GUARANTEED By The International Association of Distributors.

REGULATION Distributors' Bags

Manufactured especially for us and after our own designs. Made from the best and most desirable material. Securely riveted. and made to suit the requirements of all distributors. Absolutely waterproof, and will stand the roughest usage.

By contracting for a large quantity of these bags, we are enabled to offer them for a limited time at Seventy-Five Cents Each; Four for Three Dollars, Cash with Order.

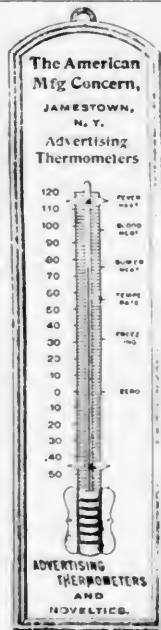
This is the second order of Five Hundred we are now offering, having sold our first order in less than twenty days, and they are giving the best of satisfaction.

ORDER NOW, 

ADDRESS.

Will. A. Molton Distributing Agency,

84 Public Square, CLEVELAND, OHIO.

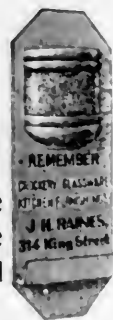


Advertising Novelties.

Quick Selling.

Large Commissions.

Agents wanted to carry our line as side line with other advertising, or with staple goods. Catalogue and all particulars will be given on application.



The American Mfg. Concern,
JAMESTOWN, N. Y.

DISTRIBUTE DAYTON, O. POP. 80,000

Employ the only guaranteed service in the city. Every piece placed as instructed. Member I. A. of D.

721 E. SECOND ST. JAS. B. McCONNOR.

O. H. Advertising-Bill Posting Co.

Most Extensive Bill Posting Plant in the Lehigh Valley.

Distributing a Specialty. We are members of the I. A. of D. Our territory covers Easton, Pa., 20,000; South Easton, Pa., 10,000; Phillipsburgh, N. J., 10,000; Total Population, 40,000.

Address Communications to W. K. DETWILLER, EASTON, PA.

The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

TO GET RESULTS, TRY THE

WINONA Circular Distributing Co.,

MEMBER I. A. OF D.

WINONA, MINN.

JOHN F. BUXTON

BILL POSTER AND . . .
CIRCULAR DISTRIBUTOR

NORWALK, SOUTH NORWALK
and E. NORWALK, CONN.

Member of the I. A. of D.

Circulars, Samples, etc., distributed, and general advertising done. House to house work a specialty. All work guaranteed.

JAS. L. LAMBERT, JR.
216 Second Street, HENDERSON, KY.

AUBURN, N. Y. Pop. 30,000

W. M. KERR, 46 Clark Street.

Member I. A. of D., distributes Circulars, Samples and Tacks Signs and Cards

STERETT Show Printing Co.,
San Francisco, Cal.

LeROY, ILL. LeRoy's Distributor

GEO. P. ROWLEY.

Good honest work Years of experience
Member of the I. A. of D.

VANCEBURG, KY.

JAMES F. CARROLL,

CITY BILL POSTER AND DISTRIBUTOR.

L. A. DANIELS,
City Bill Poster and Distributor,

SANTA CRUZ, CAL.

POPULATION 8,000.

Member International Bill Posters Association
of United States and Canada

J. H. HAYNES & SONS,

Sign Tacking, Sampling, Distributing. Cover 6
towns population 19,000. Members I. A. of D.
No boys—all men 262 Mulberry Street,

IRONTON, O.

C.F. Bangasser & Co.

CITY BILL POSTERS AND
DISTRIBUTORS.

Signs Tacked and Signs Painted. Own all Bill-
boards in our locality. P. O. Box 38

MCMINNVILLE, OREGON.

B. F. LANCASTER,
CITY BILL POSTER AND DISTRIBUTOR.

Established 1888. Contracts taken for
posting and distributing bills throughout
this city and state

JAS. S. CLAXTON & CO.
Distributors, Mailers and Sign Tackers!

Members of the I. A. of D.

HALLSTEAD, PENN.

ANY OLD THING

Pleases some people, but it is not so
with the great majority. They are
looking for the best and mean to have
it. I can give you the best distribut-
ing service in Rochester, N. Y. The
reason is that I am a member of the
I. A. of D., and my service is guaran-
teed.

J. EDWARD STROYER

Pop. 150,000. 114 WELD STREET.

MIDLAND ADVERTISING COMPANY

JOSEPH REID, MANAGER.

LICENSED DISTRIBUTORS.

TERRITORY COVERED: Kansas City, Mo., Kansas City, Kan., Argentine, Kan., West-
port, Mo., Independence, Mo., Rosedale, Kan., Armourdale, Kan.

CARD, TIN AND BOARD SIGNS TACKED AND NAILED UP.

Our business is sampling and distributing of circulars, pamphlets, calendars,
blotters, cards, etc. We give our entire time to this business; go out with the
men, and see that all work entrusted to us is properly performed. Members
of the International Association of Distributors which guarantees the work of
all its members. Reference furnished upon application. Send postal card
to or call on

JOSEPH REID,

617 Grand Avenue, KANSAS CITY, MO.

ARE YOU GOING TO DISTRIBUTE TEXAS?

A guaranteed service in 30 counties, reach 1 1/2 millions of people. Get my prices. Bill posting
service unexcelled. Get a man on the ground that you want to cover, and you will get better service.

BILL POSTING AND I. A. D. DISTRIBUTING.

Terrell, Dallas, Ft. Worth, Paris—the Big Quartette of North Texas.

H. C. OURY, - - - TERRELL, TEXAS.



WILSHIRE POSTING CO.,

636 BROADWAY, LOS ANGELES, CAL.

CHAS. W. ORRIS, DES MOINES, IA.

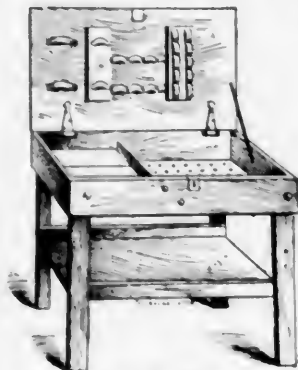
DISTRIBUTOR AND SIGN TACKER 1366 East Twelfth Street

All work guaranteed. Competent men. Perfect service. Member International Ass'n Distributors

PAINTERS' BRUSH CABINET!

BRUSHES KEPT MOIST BY EVAPORATION OF WATER.

By its Use, Brushes can not Curl, Twist, Shed or
Rot the Bristles.



Patent Pending.

road depot east of Omaha, Neb., and west of Augusta, Me., in the U. S., on receipt of
the price, five dollars (\$5). Send money by express or P. O. money order. Address
all communications to the Inventor and Manufacturer.

Please mention BILLBOARD
when you answer this ad.

I Prepay Freight.

J. H. FRANCIS,
NETTLETON, MISS.

QUINN BILL POSTING AND General Office, VICTOR, COLO.
ADVERTISING CO.

Bill Posters and Distributors for the ten towns of the Cripple Creek District, Florence and Canon City.

Lebanon, Pa. Pop. 18,000

Lebanon City Bill Posting Co.

G. H. SPANG, MGR.

PROMPT and RELIABLE SERVICE

Write for prices. Best of references.

MR. ADVERTISER:

If you are in doubt about Pottsville, Pa.,
write to me, the only reliable distributor
here, covering the entire section.

C. L. WEISS,

No. 40 East Bacon Street,

Member I. A. of D. POTTSVILLE, PA.

Setter Bros. & Co.

Engraving Blocks,
Rule,
Reglet,
Lumber.

Collins Center, N. Y.

ADVERTISE IN VIRGINIA.

I will distribute samples, circulars, papers, etc.
Tack up signs, post bills through Virginia, either
in towns, villages or rural districts. Honest
work for honest pay. Member of the I. A. of D.
Address, J. H. BELL,
Box 695, STAUNTON, VA.

KNOX MEADVILLE,
PA. . . .
BILL POSTER-DISTRIBUTOR

Austin, Minn. P. H. ZENDER & SON
Bill Posters and Distributors.

Own and control all billboards. Satisfaction
guaranteed. Members I. A. of D.

Reduced to \$1.00, 68 pages.

Business

The Office Paper

A copy mailed free on mentioning this adver-
tisement.

BUSINESS contains articles by noted writers
upon Office Routine, Business Management, Ac-
counting, Advertising, Economics, Finance, Trans-
portation, Commerce, Manufacturing, Insurance,
Credits, Collections and their Management.

To read BUSINESS is a liberal commercial
education in itself.

The office of BUSINESS is to be in every office.
Monthly, \$1 a year. Size, 8x10.

BUSINESS PUBLISHING CO.,
14 Astor Place, New York.

JOHN H. JONES, Honest Service. Distributing
Sampling, Sign Tacking. Pop. 500,723. Mem-
ber I. A. of D. Office, N. W. corner Mount and
McHenry streets BALTIMORE, MD.

PROFITABLE ADVERTISING!

The Advertiser's Trade Journal. Fully illus-
trated, bright, original, up to date. Poster de-
partment. The handsomest publication of its
kind. It brings a sample copy if you mention
THE BILLBOARD. KATE E. GRISWOLD, Ed. and
Pub., 27 School Street, BOSTON, MASS.

MEMPHIS, TENN.

VAN BEUREN & CO.,

Bill Posters and Distributors. 43 GAYOSO St.

Press Clippings.

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

N. E. Newspaper Bureau,
146 Franklin St., Boston.

NORTHWEST BILL POSTING AND ADVERTISING CO

J. T. WILLIAMS, SEC.
346 MORRISON, **Portland, Ore.**

SPRINGFIELD, OHIO

IS A GOOD TOWN.
IS A LIVE TOWN.
IS A TOWN IT PAYS TO BILL.
IS A TOWN IT PAYS TO DISTRIBUTE

The people of Springfield respond quickly to either posters or pamphlets. Put Springfield on your list. Put **H. H. Tyner, City Bill Poster and Distributor, Springfield, Ohio,** on your list.

Member I. A. of D. and A. B. P.
Remember the name,

H. H. Tyner, City Bill Poster and Distributor
SPRINGFIELD, O.

SCRANTON, 654 Deacon St.
J. H. BELTZ,

MEMBER OF I. A. OF D.

I make a specialty of Distributing Advertising Matter; Circulars, Booklets, Newspapers, Samples, Tacking Signs. Cheerfully give you estimates.

Remember the thriving city, Scranton, and the Distributor, Beltz.

ADVERTISERS

Show good judgment when they place their distributing with

F. ALTMAN & SON
For COLUMBUS, OHIO,

Because their work is guaranteed by the I. A. of D.

SOME OF OUR PATRONS:

- C. I. Hood & Co., Lowell, Mass.
- Lydia E. Pinkham Med. Co., Lynn, Mass.
- Wells & Richardson Co., Burlington, Vt.
- Dr. Chase Co., Philadelphia, Pa.
- W. T. Hanson Co., Schenectady, N. Y.
- Foster Milburn Co., Buffalo, N. Y.
- Dr. David Kennedy Corp., Rondout, N.Y.
- California Fig Syrup Co.

Registered by the Feister Printing Co. Members Will A. Molton Association.

ADVERTISERS ATTENTION!

I am now ready for my spring trip overland to the Inland Counties and Cities of West Texas. Am well acquainted with the public in that section. Can Advertise, Bill Post, and Distribute Samples, Circulars, take orders for all kinds of goods. Best of reference given and required.

Address
F. W. FORD, CITY BILL POSTER
McKINNEY, TEX.

For Coupon Book and . . . **Tickets**
Strip
WRITE C. F. ANSELL,
170 MADISON, CHICAGO.

Southern Press Clipping Bureau,
Atlanta, Ga

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

Bill Posters and Distributors

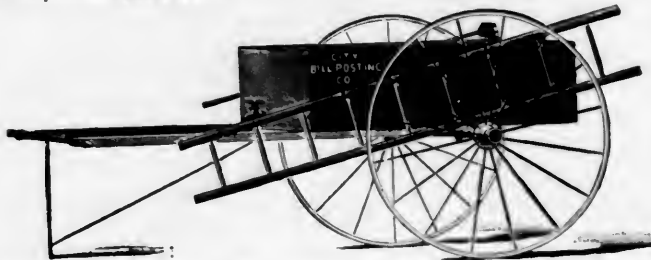
SHOULD OWN EITHER A

WAGON OR CART

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddler to make you a pair of shoes, but what is the use when you can go to a firm who make a specialty of the very thing you want. We can give you a better vehicle for half the price you will pay at home.

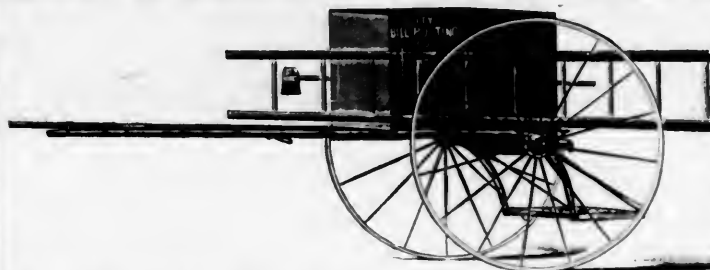
Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.



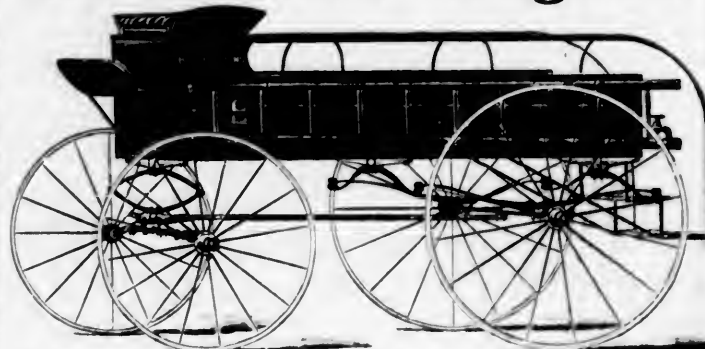
They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of **\$24.50 EACH.**
No extra charge for painting firm name on the sides.

Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handiest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of **\$44.50**

Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles, with and without tops, in fact in every style imaginable. This is one we make in three sizes, at the following prices, viz:

A—\$90.00. B—\$100.00. C—130.00.

Address **JOHN H. MICHAEL,**
Manufacturer Bill Posters' Vehicles,
225, 227, 229 East 8th St, CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Photos free to intending purchasers.

Bay City, Mich.-West Bay City

38,000—Population—12,000

ESSENVILLE, Population, 1,000

House-to-house Distributing, Card Tacking and Bill Posting.

25 Years Experience. Member I. A. D.

C. J. BLOOMFIELD.

A. J. FINN, Cheyboyban, Mich., City Bill Poster and Distributor. Work Guaranteed. 54 Duncan

EUREKA!

BILL POSTERS, ATTENTION!

The Problem Solved!

WHAT IS IT?

PASTE THAT WILL STICK

IT MAKES PAPER STAY UP.

It has body. It lays on well. It is a pleasure to work it, and for sticking qualities it can not be surpassed.

30 YEARS' EXPERIENCE 30
IN THE BILL POSTING BUSINESS.

EUREKA PASTE

COSTS FORTY CENTS A BARREL.

Will stand more rain, more wind and more degrees of cold than any other in use.

REFERENCE:

Mr. C. E. Woodbury, Advertising Agent and Inspector for **Stephen L. Bartlett,** Importer of **Bensdorf's Cocoa.** Read what he says: "I must say your Paste does make paper STAY UP."

No false inducements offered or required. A good thing will tell, and we have it.

DO YOU WANT IT?

For **TWO DOLLARS** and return postage we will forward receipt to any bill poster in the United States or Canada.

TAUNTON BILL POSTING CO.
TAUNTON, MASS.

Bills, circulars, cards and printed matter of all descriptions carefully and thoroughly distributed in Salem, or elsewhere, as wanted Terms reasonable.

Prompt Work and Honest Distribution.

SIGNS PAINTED AND TACKED UP.

HARRY S. WARNER,
60 E. Sixth St. SALEM, O.

Our Work is Guaranteed by the International Association of Distributors

DISTRIBUTING,

Sampling and Sign Tacking in

Hallstead, Great Bend, Susquehanna, Okeland, Lanisboro, New Milford, Summerville and Mountrose.

Circulars mailed to 1,000 Fresh Names Monthly.

JAS. S. CLAXTON & Co.
OFFICE, HALLSTEAD, PA.

Members of the I. A. D.

LEWISTON and AUBURN, ME.

Population 45,000.

Eastern Advertising Co.

SIGN PAINTERS, DISTRIBUTORS

AND GENERAL OUT DOOR ADVERTISERS.

Agents for Donaldson Lithograph Co. Member of International Ass'n of Distributors.

CECIL A. TRUE, Manager.

Office, Hotel Rockingham, LEWISTON, ME.

THE REWARD

1889
1898

Of 9 years of faithful Distributing is that during the past year we have distributed **one and one-half millions** pieces, tacked 17,491 signs, delivered 3,832 packages, placed 1,627 large banners, made 3,049 store displays, placed 6,250 calendars and posted 3,100 sheets. Somebody surely had confidence in

Vansyckle Advertising Co.

Long Distance Phone. **INDIANAPOLIS, IND.**
Population of Indianapolis and suburbs, 200,000

ITHACA, MICH. Pop. 2,500.

JAS. DONALDSON,

Member I. A. of D.
Bill posted. Samples put out. Circulars distributed. Signs nailed up. Work guaranteed.

American Bill Posting Company
LONG BRANCH, N. J.
General Out-Door Display Advertisers Of every Description

Members of the Associated Bill Posters of America, the New Jersey Bill Posters Association and the I. A. of D.

Summer Population, 100,000.

Winter Population, 20,000.

Your Business Solicited. Estimates Cheerfully Given.

Geo. M. Chattle,

OFFICE, MILL STREET,

Chas. Rosencrans,

Mgr. Distrib'g D'pt.

P.O. Box 200 **LONG BRANCH, N. J.**

Mgr. B. P. Dept.

CHAS. W. YORK, HAVERHILL, MASS.

Population 38,000. Circular Distributing, Sign Tacking and General Advertising to the Queen's Taste. Member of the I. A. of D.

JOHN J. HOWLETT,
Licensed City Bill Poster and Distributor,
ELYRIA, OHIO.

LIMA and VAN WERT, O., Have a thrifty, wide-awake, bustling population of over 20,000. It will pay you to put on your list. **W. C. TIRRELL & CO.**
Bill Posters and Distributors.

WILL CROCKETT, LOGAN, UTAH, Bill Poster,
Distributor, Sign Tacker, in 20 adjoining towns Cache Valley. Population 24,000.

GEORGE A. WEBLER,
Licensed City BILL POSTER
Distributor and Programmer.

194 Washington Ave. **KANKAKEE, ILL.**
Work Promptly Attended to.

Marceline, Mo., Pop. 4,000. Brookfield, 6,000.
Bucklin, 1,000.

CHAS. E. LONG, Bill Poster and Distributor
Honest Service. Reference. MARCELINE, MO.

HARRY MUNSON

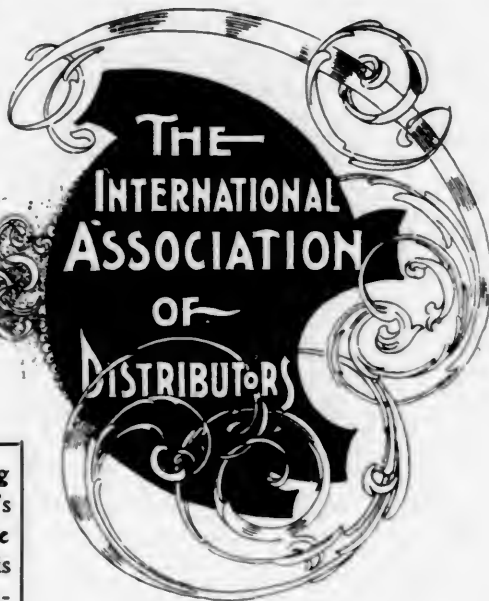
SOLE MEMBER OF

OFFICES:

4 Murray St. 147 E. 126th St.

LONG DISTANCE TELEPHONES:

4528 Cortlandt. 6 Harlem.



You can cover New York thoroughly by using Munson's boards exclusively. Without Munson's boards you cannot bill the town as it should be billed. All the best boards are Munson's. There is not a single dead one on Munson's list. See Munson about it to-day.

IN AND FOR

NEW YORK.

Where He Also Controls and Operates the Ideal Bill Posting Plant of America.

TRY US!

We guarantee you a front-door house-to-house distribution, and all distributing is done under the supervision of a thorough and experienced Superintendent who attends to the Distributing Department exclusively.

The **CURRAN** Company

DENVER, PUEBLO and COLORADO SPRINGS

GENERAL OFFICE.

DENVER



THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best). Prices to suit all. Our catalogue tells all about them. It is sent free on application.

JUST SUPPOSE

That there was a machine that would make you from three to five dollars a day. would you buy it?

AS A MATTER OF FACT

There is such a machine. It makes more paste from less flour than you can well imagine. It makes better paste cheaper than you think.

Take a Minute and a Postal—write us and we will tell you all about it.

J. H. DAY & CO. CINCINNATI, O.

1144 R. HARRISON AVE.

The Illinois Advertising Agency,

A. NICOLAI, Proprietor.

CLINTON, DEWITT COUNTY, ILLINOIS.

Distribute advertising matter in every town in De Witt, Platt, Macon and Logan Counties Pop. 100,000. Prompt personal service guaranteed at all times. The only exclusive distributing service an above counties. Rates reasonable Member International Association of Distributors

W. A. & S. M. NOYES,
BILL POSTERS and DISTRIBUTORS
Members of the I. A. of D. Own and control all billboards. Box 539.

NEWBURYPORT, MASS.

WM. COOK, DISTRIBUTOR

For Fulton, Oswego Falls, Hanbal and Granby. All work guaranteed. L. B. 146.

FULTON, Oswego Co., N. Y.

Bucyrus, O.

Also Sulphur Springs New Washington, Chalfield, Broken Sword.

FRANK R. MYERS, BILL POSTER.

Distributor, Sign tacker and general out-door hustler. 23 years experience. Only men employed. Good references.

JOHN T. WILLIAMS

SECRETARY AND MANAGER,
N. W. B. P. and Adv. Co.
NO BOYS EMPLOYED.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

346 MORRISON ST.,
POP. 90,000. **PORTLAND, ORE.**

A. W. RADER

CITY BILL POSTER
AND DISTRIBUTOR

In Wheeling and Benwood, W. Va., and
Bellaire, Bridgeport and Martin's
Ferry, Ohio.

THEATRICAL BAGGAGE TRANSFER.
Office, Cor. 9th St. and Alley C,

WHEELING, W. VA.

As I give personal attention to all work, I can
guarantee satisfaction. Member of I. A. of D.
and A. B. P. A. of the United States and Canada.

W. M. MUNSON, Jr.

DISTRIBUTING AND BILL POSTING.

Estimates furnished
upon application. MITCHELL, IND.

Mrs. M. E. Dundon,

BILL POSTER

And DISTRIBUTOR,

114 4TH ST.

TROY, N. Y.

Member International Assn. of Distributors.

PROVIDENCE, R. I.

We cover any City in New England.

MAURICE WEINTRAUB & CO.

DISTRIBUTORS AND
OUT-DOOR ADVERTISERS

426-27 BANIGAN BLDG.

Long Distance Telephone 701. References
Members I. A. of D.

Pulaski, Tenn.

A. M. NOTGRASS,

Bill Poster, Distributor and Sign Tacker.

Southern Agency and Advertising Co.

J. O. CARROLL, MANAGER.

GENERAL ADVERTISERS,
Sample and Circular Distributors, Sign
Tackers, Bill Posters, Barn and
Fence Advertisers.

Prices reasonable. Write for estimates. Popu-
lation 3,000, County 30,000, Surrounding Ter-
ritory worked, 150,000. Member I. A. of D.
P. O. BOX 28. OZARK, ALA.

Williamsport, Pa. Pop. 35,000

S. M. BOND,

GENERAL DISTRIBUTOR,

Will look after your interests, and give
you good, honest work. Member Inter-
national Association of Distributors.

CHATTANOOGA, TENN.

H. S. HOLMES, DISTRIBUTOR.

Member I. A. of D.

CHARLES CITY, IA.

CHARLES CITY BILL POSTING CO.

Satisfaction Guaranteed. Trial order solicited.

WATERTOWN, WIS. BOX 21.

Fred. C. Volckman, Distributor. Member I. A. of D.

Results are Bound to Come if you put your advertising out in the "Magic City". The
best of work. Member of I. A. of D. Write me at once.
W. L. ROBERTSON, BOX 297, ROANOKE, VA.

All kinds of advertising matter distributed. Signs tacked. Territory covered: Johnson county,
pop. 15,000; Carter county, pop. 25,000; Washington county, pop. 35,000; Sullivan county, pop. 45,000;
Greene county, pop. 45,000. We reach the following large towns: Bristol, pop. 15,000, Elizabethton,
pop. 2,500; Johnson City, pop. 7,000; Jonesboro 2,500; Greeneville, pop. 7,000, and numerous smaller
ones. Write for estimates.

HERBERT SMITH,

Lock Box 218.

ELIZABETHTON, TENN.

D. L. McClintock CITY BILL POSTERS AND DISTRIBUTORS Mt. Carmel, Ill.

Brantford, Ontario, Can. Pop. 17,000

County, 50,000

C. M. SMITH & CO.

Members I. B. P. A. and I. A. of D.

\$1000.00

That we do the BEST
DISTRIBUTING in Chicago

J. A. CLOUGH,

No. 42 RIVER ST. ROOM 44.
CHICAGO, ILLINOIS.

WALTHAM, MASS.

FRANK McGUINNESS & SON, BILL POSTERS AND
DISTRIBUTORS

Distributing a specialty in Waltham, Watertown, Brooklin and East Boston.

OSWEGO, N. Y., CORTLAND, N. Y.,

And Villages of OSWEGO FALLS,
HOMER and McGRANVILLE

Can use 10,500, price \$1.75 per 1,000. 4,500 running feet of boards. Write for our sheet of
distributing testimonials from the largest advertisers in the country.

JOE A. WALLACE, OSWEGO, N. Y.

CANAL DOVER, O. POPULATION, 10,000.

JOHN H. FOX, Box 518 CITY BILL POSTER AND DISTRIBUTOR.

Work guaranteed Write for Prices.

THE WIDE-AWAKE ADVERTISING CO. WALKERTON, IND.

Reliable distributors for St. Joseph county, and Natural Gas Route, via L. E. & W. R. R.
Sampling, distributing of circulars, pamphlets, calendars, blotters, almanacs, etc. Card,
Tin and Board Signs nailed and tacked up. Members of the I. A. of D., the Will A. Molton
Co. and the United Mfrs. and Pub. Co. Pop. Co. 55,000. Write for estimates. J. N. Schwartz, Mgr.

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:

We are members of the
International Association
of Distributors.

G. H. OTTING & SON, Newport, Ky.

drop a nickel

In an
envelope
addressed
The Ad Sense
Company
No 160
Washington
Street
Chicago
and get a
Sample
Copy of

Ad Sense

a Journal
of Advertising
and Business
Methods
a Happy Com-
bination of
Sense and
Gold
Printing

St. Paul, Minneapolis and Suburbs.

POPULATION, 338,211.

Crownover's Distributing Service,

J. H. CROWNOVER, Manager.

39 Winnipeg Ave., ST. PAUL, MINN.

We do all kinds of distributing; house to house
distributing, sampling, sign tacking and window
displays. We not only advertise your goods, but
we talk them up. I know of no better territory
to advertise your goods than in the "Twin Cit-
ies", the Gateway of the Great Northwest. 65-
000 pieces cover it thoroughly. Strict personal
supervision given all work. Work guaranteed.
Member of the I. A. of D. We solicit a trial con-
tract. Reference furnished.

CITY BILL POSTING CO.,

HARRY B. BUSSING, Manager.

NORWALK, CONN.

WINCHESTER, VA. Cornelius Gibbens,

City Bill Poster and Distributor. L. B. 64

Circulars mailed promptly to all parts of the
U. S. for 15c per 100, \$1 per 1,000. ENTERPRISE
DIRECTORY, Box 206, NEWARK, O

ACCOUNTANTS.

A monthly magazine devoted to Account-
ing as the vital element of business. It
contains the leading papers and debates of
all the Accountant's Associations, together
with original inquiries and investigations.
The most eminent accountants are con-
tributors.

SCIENCE OF ACCOUNTS.

ART OF BOOK-KEEPING.

ACCOUNTANTS answers questions in higher
accounting and book-keeping practice, con-
tains independent Reviews and Criticisms of
books on Accounting and Economic top-
ics; fully illustrated; carefully printed
edited by A. O. KITTREDGE. Subscrip-
tion One Dollar a year.

Accountants' Association,

Wool Exchange, New York.

JNO. MCGRAITH, MARSHALL, MISSOURI.

Makes a specialty of lithograph tacking, etc.
Special attention given to all orders.

MARIETTA, O., Pop. 14,000

C. P. THOMAS, Member I. A. of D.

City Bill Poster and Distributor.

Slack's Distributing Service of Milford, Mass.,
and surrounding towns. E. M. Slack, Manager,
member of the I. A. of D. Advertisers protected
and prompt and efficient service guaranteed

NEWSPAPER ADVERTISING IN THE UNI-
TED STATES. A book of two hundred
pages, containing a catalogue of about six thou-
sand newspapers, being all that are credited by
the American Newspaper Directory (December
edition for 1897) with having regular issues of
1,000 copies or more. Also separate State maps
of each and every State of the American Union,
naming those towns only in which there are is-
sued newspapers having more than 1,000 circula-
tion. This book (issued December 15, 1897) will
be sent, postage paid, to any address, on receipt
of one dollar. Address The Geo. P. Rowell Ad-
vertising Co., 10 Spruce Street, New York.

O. P. FAIRCHILD & CO.
BILL POSTERS AND DISTRIBUTORS
24 East Fifth Street,
COVINGTON, KY.

LE MARS, IOWA. Pop. 6,000
WM. O. LIGHT,
CITY BILL POSTER AND DISTRIBUTOR.
Member of I. A. D. and Iowa B. P. A. The best of services guaranteed. Own and control all billboards and privileges. Sign backing etc. done on short notice. References: First National Bank or any business man or firm in LeMars. P. O. Box, 666.

J. R. LEWIS,
CITY BILL POSTER AND DISTRIBUTOR.
81 West Perry Street,
Member I. A. of D. **TIFFIN, O.**

MIDDLETOWN ADVERTISING CO.

BILL POSTERS, DISTRIBUTORS
AND GENERAL ADVERTISERS..
88 South Street, MIDDLETOWN, N. Y.

We own 3,000 feet new billboards—built of best tongue and grooved lumber—on main thoroughfares and car lines. Boards used only for commercial work. Satisfaction guaranteed.
Middletown is the railroad and commercial hub of Orange county. Population, city, 15,000; county, 100,000. Members of the I. A. of D.

La Porte, Ind. | W. C. Miller, CITY BILL POSTER AND DISTRIBUTOR...
Member of the International Bill Posters' Association, The Associated Bill Posters' Association, of Indiana, and the International Association of Distributors. All work guaranteed, or no pay.

HIXSON BROS.
LICENSED BILL POSTERS AND DISTRIBUTORS.
Uniformed Men. Members I. A. of D.
PIQUA, O.

BILL POSTING,
DISTRIBUTING and SIGN TACKING
Member of the
I. A. OF D. AND O. B. P. A.
A. C. PHILLIPS
General Out-Door Advertising.
All Work Guaranteed and Up to Date
144 MAIN ST. CONNEAUT, O.

MEMBERS INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

"The Advertising That Never Fails."

SIEBE & GREEN

OUT DOOR ADVERTISERS
UP-TO-DATE BILL POSTERS
THE FINEST LOCATIONS. GUARANTEED SERVICE.
The Only Authorized Contractors For The
ASSOCIATED BILL POSTERS ASS'N OF THE STATE OF CALIFORNIA.
Information Gladly Given.
MAIN OFFICE, 11th & MARKET STS., SAN FRANCISCO, CAL.

Siebe, Green & Dunphy CONTROL **Oakland and Alameda County.**

Members of the International Association of Distributors.

SAVANNAH, GA. POP. 65,000
J. E. CAMPOS,
Gives strict attention to all
DISTRIBUTING AND CARD TACKING
All Samples and Packages Promptly Delivered
Member of the I. A. of D.
Office, 39 Drayton St.
The SOUTH TEXAS ADVERTISING Co.
THOS. F. O'LEARY, Manager.
801 CAPITOL AVE. HOUSTON, TEX.

House to house distribution and sign tacking done in Houston and Harris county, and Galveston, Galveston county, Texas. Population of territory, 125,000. First-class work guaranteed. Terms reasonable. Will also contract for surrounding counties. Member of I. A. of D.

ALBERT R. PERRY, CITY BILL POSTER AND DISTRIBUTOR
39 JACKSON STREET, BATAVIA, N. Y.
All work guaranteed. Can do any town in Genesee county. Population 10,000. Member of the N. Y. S. B. P. Association and the I. A. of D. Only men used—no boys.

Harry Gear, Licensed Bill Poster | **CITY OF EL PASO DE ROBLES**
San Luis Obispo Co., CALIFORNIA
Bill Posting and Distributing for Central California. Regular rates. Prompt attention. Good references. Eastern advertising of every kind solicited. Cover El Paso de Robles, San Luis Obispo, San Miguel, Santa Margarita, Templeton, Creston, Estrella, Cambria, Cayucos, Shandon, Bradley and Parkfield, San Luis Obispo County. Population 20,000. Member of the I. A. of D.

Fountain Pens. 14kt. gold, ink flow adjustable. Reduced price, \$1.00 and \$1.50. Satisfaction or money refunded. Agents wanted. R. W. Whitney, Cleveland, O., Dept K

Welcome Rollins, **BEAUMONT, TEXAS**
CITY BILL POSTER AND DISTRIBUTOR.
The only licensed advertiser in my section. Perfectly reliable. Have good reference. My distributing is a sure winner. Give me a trial order and note results. Prices reasonable. Consistent work guaranteed and promptly done. Correspondence solicited. Member of the I. A. of D.

DISTRIBUTE IN
NEW CASTLE, PA.
POP. 35,000.
J. G. LOVING
Only member I. A. of D. and
CITY BILL POSTER
IN THE CITY.

CHAS. KRUTZ,
City Bill Poster and Distributor,
No. 210 South Seventh St.
Member I. A. of D.
Box 746. **Goshen, Ind.**

THE NEWARK BILL POSTING CO.

Members of the International Association of Distributors conducts a separate department for distributing service, covering all its branches, with headquarters at 95 New Jersey Railroad Avenue, Newark, N. J. The employees with this department have been connected with same for a number of years. They have been found faithful, honest and thoroughly trustworthy in this work, the rates and charges are as reasonable as the work can be honestly done, and satisfaction given to the advertiser. The territory covers as follows:

Population.		Population.		Population.		Population.	
Newark, N. J.....	255,000	Elizabethport.....	19,890	Arlington.....	3,690	Canford.....	1,282
Upper Montclair.....	1,500	West Orange.....	7,112	East Orange.....	17,263	Roselle.....	1,679
Rutherford.....	8,640	South Orange.....	6,941	Irvington.....	4,018	Summit.....	2,301
Kingsland.....	2,730	Montclair.....	14,251	Springfield.....	1,524	Madison.....	1,980
Elizabeth.....	54,362	Livingston.....	1,420	Hilton.....	1,021	Lyons Farms.....	1,004
Brick Church.....	9,240	Harrison.....	15,994	Kearny.....	10,996	Waverly.....	1,220
Orange.....	35,490	Roseville.....	3,190	Caldwell.....	3,974	Nutly.....	2,439
Bloomfield.....	12,926	Milburn.....	3,063	Belleville.....	3,986	Avondale.....	1,967
Pine Brook.....	1,220	Verona.....	1,060	Rahway.....	16,391	Total.....	540,298
Franklin.....	4,391	Woodside.....	2,940	Wetfield.....	2,203		

This territory embraces the elite of all the suburban population New York City homes in New Jersey, the resident population of Newark and other places mentioned in this list. Substantial returns for all distributing matter placed with us is guaranteed to advertisers. We have received during the past many letters of commendation covering this service, which we guarantee to be reliable. Prospective advertisers not familiar with the standing of our Company are respectfully referred to the Mercantile Agencies, to any of the leading business establishments, the Banking institutions in the territory given in our list.

We respectfully solicit your patronage,

THE NEWARK BILL POSTING COMPANY,

E. M. SLOCOMB, Manager.

Offices: 369-371 MARKET ST., NEWARK, N. J.

POTTSTOWN, PA. J. E. AMOLE

Bill Posting, Distributing and Sign Tacking. Distributing throughout Chester, Montgomery, and Lower Berks Counties. Population 250,000. All work carefully executed. No boys employed. Members Internat'l Ass'n of Distributors.

We are the only **RELIABLE DISTRIBUTORS** in **Youngstown, O.**

who take pride in doing good work and seeing to it personally. Selling goods to Drug Stores and collecting.

Eastern Ohio Distributing Bureau
JOHN M. EVANS, Manager.

WELL Here we are again. Look us over. We can help you, if you help us. Try it. First-class distributing done only. Write us about it. Prices, \$1.50 to \$2.00 per thousand. Member of the I. A. of D. Some our patrons: Dr. Kiltner & Co., Dr. David Kennedy Corporation, Lydia E. Pinkham Med. Co.

CARLISLE, Wm. M. Meloy, Distributor
BOX 49, PA.

PENSACOLA, FLA. JOHN L. SMART

Solicits contracts for distribution and sign tacking of all kinds of legitimate advertising matter. Pop. city, 16,000; pop. territory worked, 25,000. Reliable distribution. References furnished. Member International Ass'n of Distributors.

The H. B. Wilber Co., BILL POSTERS AND DISTRIBUTORS...
CAMBRIDGE SPRINGS, PENN.

Population 2,000. Signs Painted and Tacked up Circulars, Samples, etc., mailed and distributed. We own and control 5,000 feet of Barn, Bulletin and Wall Space for permanent advertisers. Reference, Enterprise Pub. C.

S. E. RIBLET,
BILL POSTER AND DISTRIBUTOR,
GALION, O.

Pop. 10,000. Members of Ohio B. P. A. & I. A. D.



You want to Post **LOUISVILLE**
You want to Distribute **LOUISVILLE**
You want the best Locations, best Service,
You want the best Bill Posters, best Distributors,
You want up-to-date Service,
You want your Advertising to bring Results, send it to the
FALLS CITY BILL POSTING CO.
You DON'T want it, give your Paper to the Old Firm.

The FALLS CITY BILL POSTING CO.

No. 348 W. Jefferson Street,
Is only Three Months old, has twice as many Locations and is building
New Ones Every Day.

Louisville was Rotten. It's All Right Now. Satisfaction Guaranteed.
Bill Posters, Poster Printers, Distributors, Sign Advertisers, Bulletin Painters.

The Owen Distributing Service

J. H. OWEN, MANAGER.

Distributing, Sign Tacking and Sampling

No. 55 Fort Street, West,

DETROIT, - MICH.

Reliable Service! Competent Men!

Population, City and Suburban Towns, 310,000

Correspondence Solicited. Members of the I. A. of D.



PORTSMOUTH, OHIO

R. W. LODWICK,
Bill Poster-Distributor

Member I. A. of D.
ALL WORK GUARANTEED.

WE WANT YOU...

To become a subscriber to UP-TO-DATE IDEAS, because we believe it will be beneficial to you, and, again, because we want 50 cents for a year's subscription

IT WILL PAY YOU

To subscribe for UP-TO-DATE IDEAS. It has many good suggestions every month, which will be worth much more than their cost to you.

SAMPLE COPY SENT FREE.
UP-TO-DATE IDEAS PUBLISHING CO.
GRAND ISLAND, NEBR.

HUTCHINSON, KAS. Population, 10,000.
W. A. LOE, City Bill Poster, controls all the bill boards. Bill posting, distributing and tacking solicited. Office, 102 Opera House Block.

BLANEY, Wm. E., Expert Ad Writer,
Station T, Boston, Mass.

A STATEMENT TO BE PROUD OF
WE HAVE PRINTED
OVER 2,000,000

Letter Heads

IN THE LAST FOUR YEARS
EVERYBODY SATISFIED
DO WE FEEL THAT OUR BUSINESS?

Chicago Printing Co.
338 DEARBORN ST. CHICAGO

All Kinds of Printing and Engraving.

SAVANNAH

IS NOW ALL RIGHT.
IS NOW PROVIDED WITH GOOD BOARDS.
NOW HAS A HUSTLING BILL POSTING FIRM.
Henceforth your letters will be answered, your wishes observed, and your interests protected by

BERNARD & ANDERSON, Licensed City and Suburban Bill Posters, Savannah, Ga.
LOCK BOX 92.

We have only been here two weeks, but we have a good plant already. In two or three months we will have the finest line of Boards in the South. We are building them all of ship laps

JUNCTION CITY, KAS. Pop. 5,000
HERMAN DELKER,
BILL POSTER AND DISTRIBUTOR.
Member Nat'l Bank Satisfaction Guaranteed

C. R. ROWLAND,
The Old Reliable
BILL POSTER AND DISTRIBUTOR.
All work entrusted to me done in the best interest of my patrons and the I. A. of D. and B. P. A. of U. S. and Canada
303 Jackson St. **AUGUSTA, GA.**

THE CLIPPING BUREAU KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers, and cutting out those items of designated interest to our clients *at once*.
All the latest literature on any subject selected at your order.
Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.
Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.
Write for further data and prices, which are the lowest, work considered, of any bureau in existence

**THE NEW ENGLAND
NEWSPAPER BUREAU,**
146 Franklin St., Boston.

**COVINGTON, TENN., and Ripley, Henning,
Dyersburg and Newbern.**
HOWARD N. HOLSHOUSER, Member I. A. of D.
City Bill Poster and Distributor.

SHELDON, IOWA. Pop. 3,000
JOHN WALTON,
ADVERTISER, BILL POSTER AND DISTRIBUTOR.
Distributes O'Brien County and surrounding towns. References furnished

NEWARK, O. Pop. 20,000
E. O. BURROUGHS,
The only one in the city that guarantees you reliable service. Our door advertising. Reliable men. Careful house to house distributing a specialty. Distributing in other small towns in this county. Best of reference. Send a trial to the reliable. Established 1892. Member I. A. D.

FRANK LITTLE & SON,
CITY BILL POSTERS and DISTRIBUTORS
Own all bill boards, dead walls and show grounds in the city. All work guaranteed.

PORTLAND, MICH. Pop. 2,000
Allen's Press Clipping Bureau
Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco, Union Block, Portland, Ore., 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico. 228

THIS 
TELLS THE STORY AS TO
SERVICE.
 **IT IS PERFECT.**

ATLANTA, GA.,

And Suburban Towns.

Population
125,000



We are in the distributing business not as an experiment, but a stern reality. We offer you an unexcelled and guaranteed service. Let us make a trial distribution for you. Results will surprise you. Member of the I. A. of D.

WE COVER ANY TOWN IN NORTH GEORGIA.

The Edw. B. Bridger's Adv. Co.
608 TEMPLE COURT.

BUTTE, MONTANA,

BEST TOWN
ON EARTH

HARNOIS & KENDRICK,

SIGNS BILL POSTERS AND **SIGNS**
DISTRIBUTORS . . .

ANACONDA! HELENA! MISSOULA!



YOUR PORTRAIT.

We will send *The Advertising World* (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. *The Advertising World* is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

LOUISVILLE, KY.

E. T. HEVERIN & BRO. CITY BILL POSTING CO.

(INCORPORATED)

BILL POSTERS, DISTRIBUTORS

—AND—

General Advertisers,

S. W. COR. THIRD AND JEFFERSON STS.

We have also added Sign Bulletins to our plant.

Contractors for the State of Kentucky and the South.

Members of the Associated Bill Posters Association.

E. L. MARTLING,
WICHITA, KAN.

Member of I. A. of D.

MANAGER WICHITA BRANCH
KANSAS BILL POSTING CO.

This Service Equal to the

--DISTRIBUTING--

Nashville Distributing and Advertising Co.,

JAS. L. HILL, MGR.

914 Church St. NASHVILLE, TENN.

Population 125000

Advertising Matter required. 23,000.

No Small Boys.



We reach the
Masses or the Classes

Member of the I. A. of D. since its organization

In offering the services of the

United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices

With a carefully trained force of proficient readers. And have an exchange list that thoroughly covers every section of the United States and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage. Respectfully,

United Press News Bureau,
134 VAN BUREN ST.,

CHICAGO.

Agents Wanted!

For the New

ELECTRIC SPONGE

For Cleaning and Polishing

GLASS, SILVER, GOLD
AND ALL METALS.

For washing and the toilet they have no equal for the face, hands and bath.

NO SOAP REQUIRED
NO DUST!

NO DIRT!

Samples and our Agents' proposition sent postpaid for 15 cents in stamps.

LARGE PROFITS. NO CAPITAL REQUIRED.

The Electric Sponge Co.
564 WASHINGTON ST.,
BOSTON, MASS.

M. F. DILLON, NORMAL, ILL.

OUT-DOOR ADVERTISING.
Distributing, Card Tacking, Bill Posting, etc.
Member I. A. of D. Correspondence solicited.

THE DONALDSON LITHO. CO.,

The
Best
Posters
on
Earth.



The
Best
Posters
on
Earth.

CINCINNATI, OHIO.

POSTERS for Fairs.	POSTERS for Food Shows	POSTERS for Expositions.
POSTERS for Brewers.	POSTERS for Clothiers.	POSTERS for Milliners.
POSTERS for Hatters.	POSTERS for Circuses.	POSTERS for Shoe Stores.
POSTERS for Druggists.	POSTERS for Picnics.	POSTERS for Excursions.
POSTERS for Newspapers.	POSTERS for Parks.	POSTERS for Base Ball.
POSTERS for Tobacconists	POSTERS for Balls.	POSTERS for Carnivals.

For thirty-five years, (1863-1898), The Donaldson Litho. Co. has been making Posters. In all that time the quality of their product has always been uniformly the best of any house in America, and that means the best in the world. America leads the world, and Donaldson leads America.

RETAIL MERCHANTS

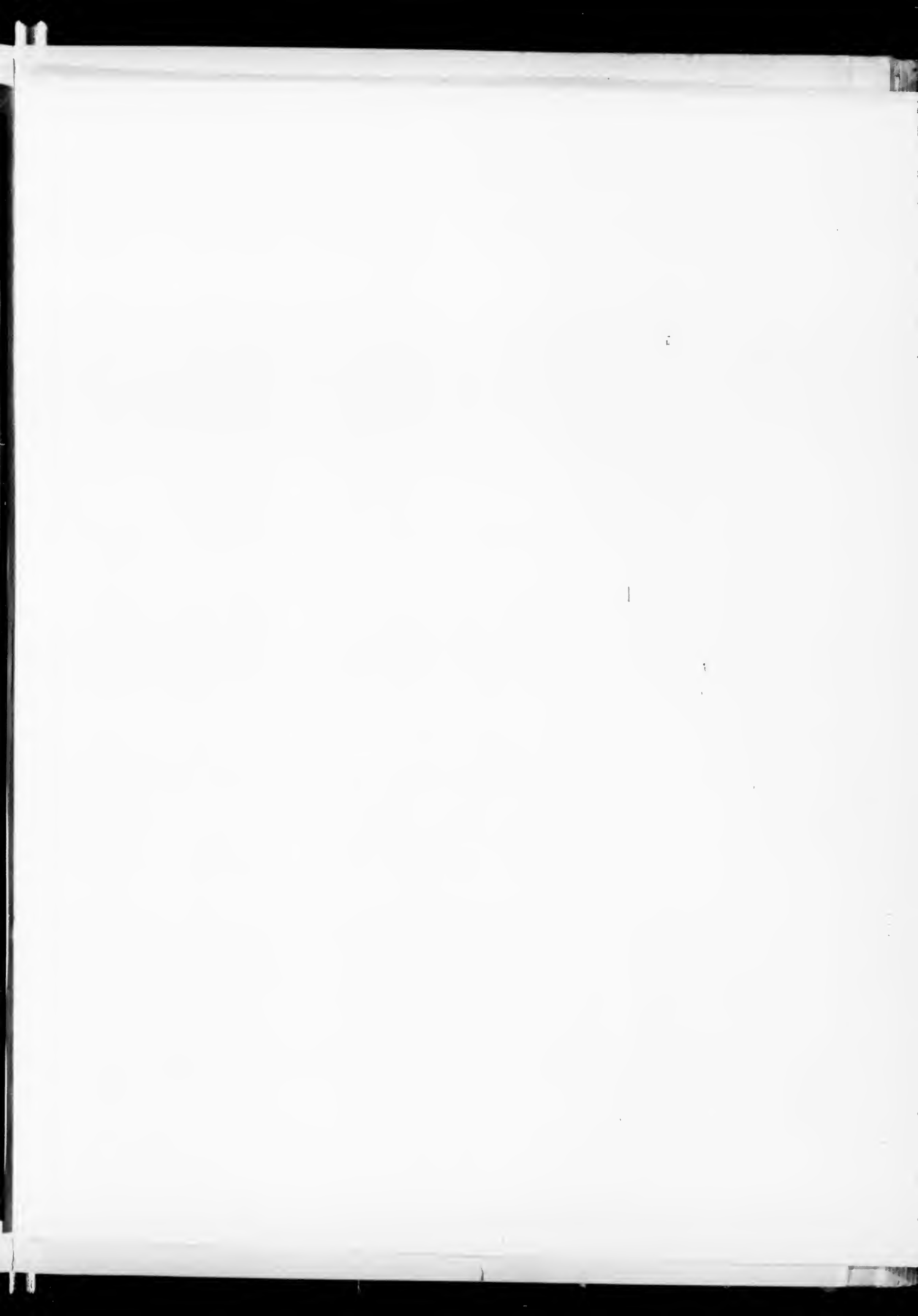
of Charge. Your address on a postal will bring our catalogue, and a little brochure, entitled, "Just Posters," which is well worth reading.

Please bear in mind, that if your city bill poster cannot show you samples of our Posters, we will gladly send such samples as you desire to see, by mail, to you Free

BILL POSTERS

samples and we will tell you all about it.

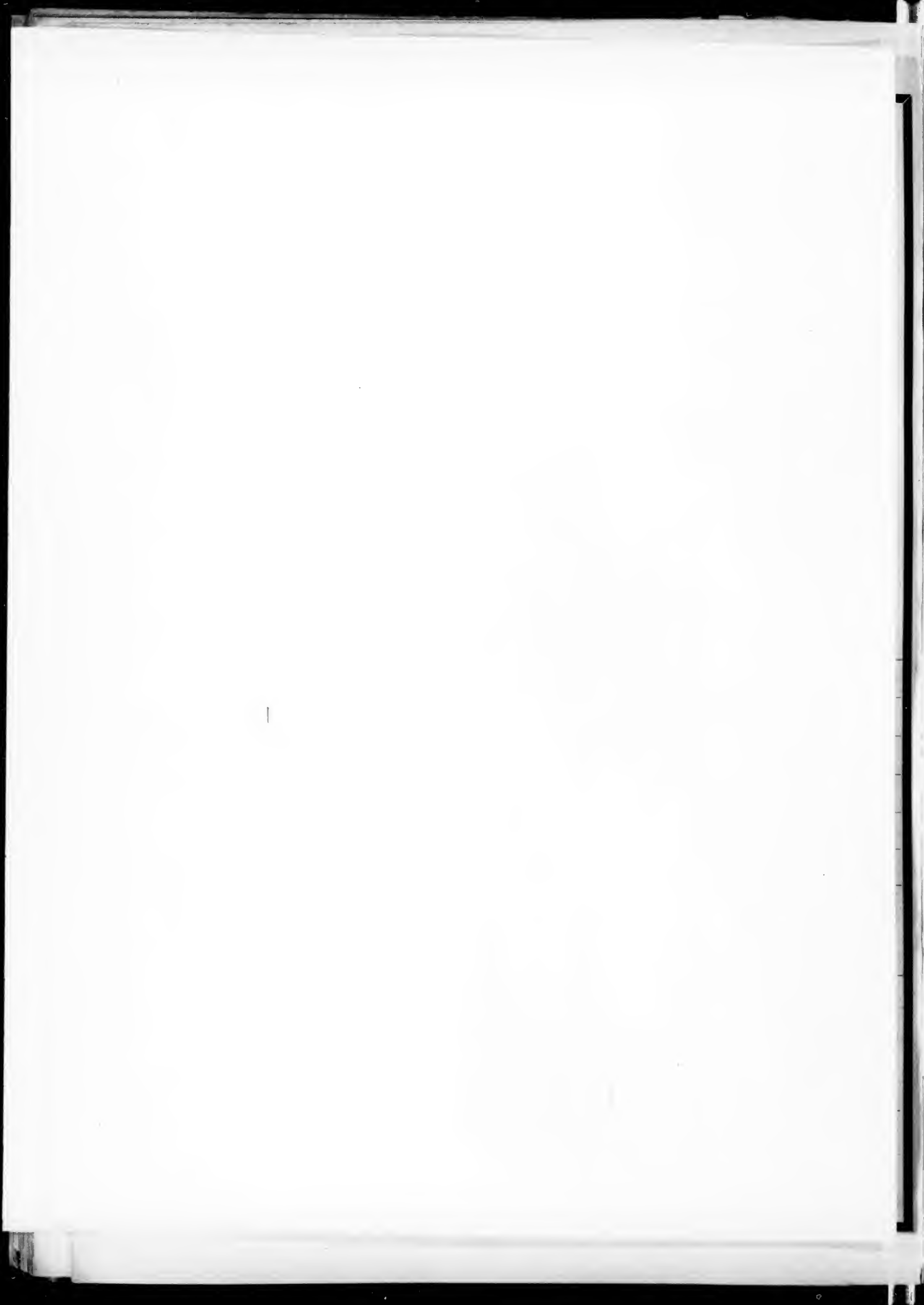
Who are not handling our posters for retailers are missing a mighty good thing. We pay a handsome commission. We ship promptly and we enable you to largely increase the volume of your business. Write us for



**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. I #2
Feb. 1, 1898 P. 23-24**



FAIR DEPARTMENT

WESTERN OHIO.

Fair Managers' Association Convention Will Be Held at Lima, Ohio, February 9th.

Through the courtesy of Mr. A. P. Sandles, of Ottawa, Ohio, we are enabled to present herewith the programme and proposed constitution of the Western Ohio Fair Managers' Association.

On July 31, 1897, a very enthusiastic meeting of fair managers was held at Ottawa, Ohio, for the purpose of discussing the management of fairs. The meeting was largely attended, some nine or ten counties being represented; many new ideas were presented and discussed. That the meeting was a success, and resulted in much good, was the verdict of all present. A committee was appointed to formulate a plan of organization, to draft a constitution, to select a place and time for another meeting and to prepare a programme for same.

That committee met at Lima, December 29, 1897, and drew up a constitution, which is herewith submitted:

CONSTITUTION.

ARTICLE I.

NAME.

Section 1. The name of this society shall be The Western Ohio Fair Managers' Association.

ARTICLE II.

OBJECT.

Sec. 1. The object of this Association shall be the improvement of agriculture, the unification and mutual protection of the agricultural fairs of Western Ohio.

ARTICLE III.

MEMBERS.

Sec. 1. This Association shall consist of such agricultural societies as will annually pay into the treasury of this Association the sum of two dollars, and any assessments that may be levied by a three-fourths vote of the Executive Committee, not to exceed in any one assessment the sum of one dollar.

Sec. 2. In the meetings of this Association the delegation shall consist of the officers and managers of each member belonging.

Sec. 3. Each member represented at a meeting of this Association shall be entitled to one vote.

Sec. 4.—The secretary of each member shall furnish an alphabetically arranged list of the members and exhibitors of his society, together with the address of each, to the Association secretary, who shall publish all such names and furnish each member with a copy of the same.

ARTICLE IV.

OFFICERS AND COMMITTEES.

Sec. 1. The officers of this Association shall consist of a president, two vice-presidents (first and second), a secretary and a treasurer.

Sec. 2. The Executive Committee of this Association shall consist of the above-named officers and four additional delegates to be appointed by the president.

Sec. 3. An Advertising Committee shall consist of the Executive Committee and secretary, to be chosen at the annual meeting.

Sec. 4. All officers shall be elected at the annual meeting.

ARTICLE V.

DUTIES OF OFFICERS.

Sec. 1. The president shall be the presiding officer at all meetings of the Association and of the Executive Committee.

Sec. 2. In the absence of the president the vice-presidents shall, in their numerical order, perform the duties of the president.

Sec. 3. The secretary shall keep the minutes of the meetings of the Association and of the Executive Committee; have charge of all books and papers pertaining to the office; keep a list of the members of the Association; conduct the correspondence of the Association; collect all money due the Association and pay the same over to the treasurer and take his receipt therefor; sign all orders drawn on the treasury; keep a record of such orders; superintend the publication of all matters published by the Association; publish notice and notify members of all annual and special meetings; notify members of all blacklisted persons; and perform such other duties as the rules and regulations of this Association may from time to time require of him.

Sec. 4. The Treasurer shall have charge of the funds of the Association, and shall pay the same out upon the order of the Association and warrant of the Secretary; shall keep a correct account of the receipts and disbursements, and make a full report thereof at the annual meeting of the Association.

Sec. 5. The officers of the Association shall receive such compensation as the Association may direct.

ARTICLE VI.

POWER AND DUTIES OF COMMITTEES.

Sec. 1. The Executive Committee shall have charge of the finances, membership, printing and all such matters pertaining to the Association. It shall make programs for the meetings of the Association, fill all vacancies that may occur in the offices and committees between annual meetings; make such by-laws, rules and regulations for the government of the Association as may be deemed necessary, and shall constitute an auditing board which shall pass upon all accounts presented against the Association; it shall meet at such times and places as the President may designate, and shall report at the annual meeting.

Sec. 2. The Advertising Committee shall procure samples of advertising matter to be presented at the meetings of the Association.

ARTICLE VII.

MEETINGS.

Sec. 1. The Annual meeting of this Association shall be held on the First Wednesday after the First Monday in February, of each year, at such place as the previous annual meeting shall designate.

Sec. 2. Special meetings may be held at such times and places as a majority of the Executive Committee shall designate.

Sec. 3. Notices of all meetings of the Association shall be published and sent to the different agricultural societies of the state at least twenty days prior to such meeting.

ARTICLE VIII.

AMENDMENTS.

Sec. 1. This Constitution may be amended at any annual meeting of this Association.

ARTICLE IX.

Sec. 1. This Constitution shall be in force and effect on and after its adoption.

J. S. STUCKEY,
M. J. CRAWFORD,
A. P. SANDLES,
Committee.

Dr. Geo. Hall and other members of the Allen County Board, appeared before the Committee and asked that it locate the next meeting at Lima, saying that if it did so, everything possible on their part would be done to make all visitors welcome, and the meeting a success.

Such a generous offer could not be refused, Lima was selected as the place, and February 9th, 1898, as the time of meeting. The program was prepared and topics assigned to persons well known in fair circles, as follows, viz:

PROGRAM.

CONVENE AT 9:30 A. M.

Address by President, - A. Harrod, Lima
Lessons learned by experience,

Hon. L. G. Ely, Fayette
Advertising a Fair,

C. W. Halfhill, Mercer

Discussion, W. R. Noyes, Bowling Green
The Privilege Man,

M. J. Crawford, Wapakoneta
Discussion, - C. C. Lattanner, Montpelier
Expert Judges,

Hon. J. S. Stuckey, Van Wert
Discussion, - - - L. B. Good, Rimer
Benefits of Organization,

Hon. D. D. Donovan, Deshler
Discussion, - - - W. I. Tenney, Troy
Special Attractions,

J. L. Halter, Napoleon
Discussion, - Wm. Jenkins, Springfield
Speed Department, Dr. Geo. Hall, Lima
Discussion, - Dr. A. L. Paul, Ottawa
Family Tickets, - J. J. Cole, Findlay
Admission, (price, etc.,)

E. W. Porter, Marysville
Should the Fair receive assistance from
County Commissioners?

Dr. J. S. Slager, Panding
Police, - Fred. Wiemeyer, New Bremen
The Exhibitor's Fee, (how much,)

F. H. Rummell, Ada
Salaries of Officers, T. B. Tacker, Toledo
Should each Township have a member
on the Board of Directors?

T. B. Bowersock, Lima
Revising the Premium List,

O. D. Swartout, Van Wert
Fixing date of Fair,

Thos. Mikesell, Wauseon
Passes, - - - A. A. Giffin, Van Wert
Should Stall Rent be charged?

S. H. Wearer, Early
Assignment of Stalls and Pens, (how,)
F. M. Edison, Greenville

The Farmer and the Fair,
Hon. Wm. Rusler, Hume

ORDER OF BUSINESS.

Adoption of Constitution.
Selecting place of next meeting.
Election of officers.
Appointment of Committees.
Other Business.
Adjournment.

Every officer and director in western Ohio should attend this meeting. All ex-officers, and persons interested in the success of fairs, are invited to be present.

The temporary organization will be as follows: President, A. Harrod, Lima; Secretary, A. P. Sandles, Ottawa.

THE BILLBOARD will have an experienced stenographer present and will report the meeting in full.

VERMONT.

Rutland County Fair.

The directors of the Rutland County Agricultural Society met at the Bardwell house, Rutland, January 15. Their was a good attendance, and a great deal of business was transacted.

It was voted to hold the next Rutland county fair, September 13, 14 and 15. An appropriation of \$150 was again made for premiums in floral hall. The matters of special attractions and the purses for the races were left to the first five officers of the society. It was voted that the sale of privileges be left to the trustees, with the recommendation that they be sold at auction. The directors also decided to make the premiums on herds uniform in all the classes. The appointment of superintendent of rentals and of floral hall was left to the trustees. The following officers were elected, most of them being the old officers: Marshal, Henry W. Richardson, of Rutland; assistant marshal, William Farr, of Rutland; superintendents—horses Wesley Rowe, of Wells; cattle, E. M. Woodruff, of Rutland; swine, C. P. Buffum, of Rutland; mechanics hall, W. A. Patrick, of Rutland; schools, W. A. Frasier, of Rutland; races, K. K. Hannum, of Rutland; sheep, W. P. Hall, of Pittsford; poultry, G. C. McCloy, of Rutland; fruit and vegetables, D. C. Hicks, of Clarendon; dogs, Wayne Bailey, of Rutland; maple sugar, G. H. Grimm, of Rutland; butter, cheese and honey, M. H. Sherman, of Clarendon.

VENTURA, CALIF.

UNRAVELING THE TANGLE.

The stockholders of the defunct Ventura County Agricultural Association are making an almost superhuman effort to adjust the differences and settle up all outstanding indebtedness. A meeting of stockholders for that express purpose was held in the City Hall, January 3, and it was well attended.

The affairs of the association are in a very bad condition, and there is no chance of it getting on its feet again, the property having been sold under a mortgage foreclosure, but there are debts remaining unpaid, and the stockholders are trying to get all creditors to discount their claims about 50 per cent, and they will pay this amount. Out of 300 shares, it is found that the holders of over half the number are insolvent, and it will cost the stockholders about \$65 per share to liquidate the indebtedness, which amounts to about \$8,000.

A committee composed of A. J. Bell, F. S. Cook, W. H. Grainger and Abe Hobson has been canvassing the situation, and they are meeting with fair success, but the agreement is that unless all creditors agree to the reduction, the scheme will be dropped, and the result will be endless litigation in the courts.

THE NEWBERN FAIR.

The premium list of the Eleventh Annual Exhibit of the East Carolina Fish, Oyster, Game and Industrial Association has been issued. The fair is always attended by a large number of people.

The fair will open at Newbern on the 28th of February, and will last till March 5. The management promise one of the best exhibitions of the kind ever given. The premium list has been revised and enlarged, and includes nearly all articles entered for exhibition. All particulars can be had of Mr. Wm. Dunn, president, or Mr. George Green, secretary.

CALIFORNIA.

THE OAKLAND EXPOSITION

Directors and Officers are Re-elected for Another Year.

The stockholders of the Oakland Exposition met January 18, and re-elected the same Board of Directors. The directors met immediately and re-elected the officers of last year as follows: J. W. Nelson, president; Theodore Gier, vice-president; George Roeth, secretary; Union National Bank, treasurer.

Messrs. Gier, Roeth and Keller were appointed a special committee to gather data and information on which to base a report fixing the time of holding the fourth annual convention.

Messrs. Becker, Spiars, Nelson, Trowbridge and Booth were absent, owing to illness or being out of town.

Mr. Gier, in speaking of the plans of the directors, said: "We have some money in the treasury to begin work on the fourth Exposition, and are enthusiastic over the work in hand. There will be an Exposition this year, but it will not be held until late, some time in the latter part of August, September or early in October. It is a big thing for Oakland, and we believe will be heartily supported by the people."

The prime factor in the working of posters is their omnipresence—their ubiquitousness.

NEW YORK.

TRACY STILL AT THE HEAD.

Very Few Changes in Officers.

The state fair will be held this year during the week beginning August 29.

This was decided at the annual meeting of the New York State Agricultural society, held at Albany, January 19. The meeting was the most harmonious in the history of the society. Every year, heretofore, there have been important changes in the management, and no president has held his term long. The "Syracuse faction" and those opposed have frequently clashed. But the fair last year was a success financially, there was less criticism than usual, and the proposition to keep the old men in office was not opposed.

Gen. Tracy was not able to attend the fair last year owing to illness in his family. He worked hard for the fair, however, and his name as chief officer of the society gave the fair more careful consideration in New York City and outside the state than it ever had before. Gen. Tracy consented to remain as president and Hamilton Busby as vice-president, and there was not only no opposition to them but congratulation that they were retained.

John B. Docharty is retained as secretary, with Frederick C. Shraub, formerly state commissioner of agriculture and always a friend of the fair, as his aid in capacity of recording secretary.

There was no decision as to proposed improvement of grounds this year. Until it is known how much the legislature will give as premiums there will be none. It is pretty certain that several permanent new buildings will be erected.

The officers of the society elected for the ensuing year are:

President—Gen. Benjamin F. Tracy, of Brooklyn.

Vice-presidents—First judicial district, Hamilton Busby, of New York; second, Dr. G. Howard Davison, of Millbrook, Dutchess county; third, James Hilton, of New Scotland, Albany county; fourth, W. R. Weed, Potsdam; fifth, Col. A. C. Chase, of Syracuse; sixth, Dr. C. B. Barney, of New Milford; seventh, S. D. Willard, of Geneva; eighth, Hiram P. Hopkins, of Buffalo.

Corresponding secretary—James B. Docharty, of Albany.

Recording secretary—Fred C. Shraub, of Lowville.

Treasurer—W. Judson Smith, of Syracuse.

Superintendent of races—Theodore H. Coleman, of Hornellsville.

Executive Committee—A. W. Palmer, of Syracuse; Henry Newland, of Stillwater; F. O. Chamberlain, of Canandaigua; Milo M. Acker, of Hornellsville; Thomas M. Terry, of Hempstead, L. I., and C. G. Gregory, of Syracuse.

Georgia.

The State Board of Agriculture held its annual meeting in Augusta January 19 and 20. B. Walker McKeen was re-elected secretary.

Rome will have a spring race meet the third week in April, opening Monday, the 18th. Nothing but runners will be on the track.

A pictorial poster carries conviction oftentimes to the foreign-born and wholly illiterate.

Wisconsin State Fair.

Temporary organization was effected on January 6, at Madison, Wis., by the new Agricultural Board created by the last Legislature, and it was decided to hold a State Fair this year, even though the old Agricultural Society also holds one. It is hoped to secure the grounds in Milwaukee through foreclosure sale, as the State holds a mortgage of over \$200,000 against the property.

The Western Pennsylvania Association of Fairs held their annual meeting, pursuant to the call of the president, W. H. H. Riddle, at the Seventh Avenue Hotel, January 4, at 10 a. m. A large number of fairs were represented, and much business of importance transacted.



HON. R. W. FURNAS.

Illinois State Fair.

The State Board of Agriculture closed its annual meeting at Springfield on January 6, after fixing the date and revising the premium list for the next annual State Fair. The fair will be held September 26 to October 1, inclusive, and \$45,000 in cash premiums will be paid to exhibitors, \$10,000 of which is to be awarded in the speed ring.

The Board adopted a resolution to pay 66 $\frac{2}{3}$ per cent. of the indebtedness and premiums of the recent horse show in Chicago, and hold the balance pending the result of the litigation between the Board and the local management. A resolution was also adopted barring Graham Bros., of Toronto, Ont., the horsemen, from making exhibits at any future show or fair held by the State-Board.

It was decided to have made a suitably inscribed cup, to be known as the "Illinois Board of Agriculture Challenge Cup," to be presented to the "legal winner of the Chicago horse show of 1897."

HERE AND THERE.

George Folk, the bill poster, fell Saturday evening at the corner of Fourth and State streets and suffered a compound fracture of the left leg. He was attended by Dr. Dickinson and taken to the hospital in the ambulance. Troy (N. Y.) Press, Jan. 10.

The journeymen bill posters' and window lithographers' of Cincinnati have organized a protective union.

A Bill and Lithograph Posters' Protective Union was organized in Boston January 9, with James H. Casey as president, George Williams secretary and Frank Lloyd treasurer. It has forty-six charter members.

A BOY

AND "BOB" IS HAPPY.

The Editor of "The Bill Poster" presented with a brand-new Son and Heir.

Every bill poster in America will rejoice with R. C. Campbell, of Chicago, over the arrival of a great big bouncing boy. THE BILLBOARD gets a scoop on this news. The following telegram is self-explanatory:

Chicago, Ill., Feb. 4, 1898.
Editor of THE BILLBOARD,
Cincinnati, O.

It is a boy this time. Wife and baby well.
R. C. CAMPBELL.

HON. ROBERT WILKINSON FURNAS,

President of the American Association of Fairs and Expositions.

On this page we present an excellent portrait of Hon. Robert Wilkinson Furnas, of Brownsville, Neb., president of the American Association of Fairs and Expositions of the United States and Canada.

Few names are more familiar to those who are conversant with Nebraska's history than that of ex-Governor Furnas. Few men's lives have been more actively interwoven with the development of the State and the promotion of its chief industry, in the establishment of its fame and the preservation of its good name, than his. Governor Furnas was born on a farm near Troy, Miami county, Ohio, May 5, 1824. His parents were both Quakers from England. At the age of sixteen he learned the printer's trade at Covington, Ky. He was married in Cincinnati, O., in 1845, to May E. McComas, and of the eight children who were born to them five are still living.

He conducted a printing house in Cincinnati, and afterward edited the *Times* at Troy, O. In 1856 he went to Brownsville, Neb., and edited the *Nebraska Advertiser*. He was a member of the Council branch of the Territorial Legislature from 1857 to 1860.

In 1861 he was commissioned by President Lincoln colonel in the regular army, and organized and commanded a brigade of three regiments of Indians. He served in the war of the borders in Southern Missouri, Kansas and Indian Territory. Resigning from the regular service, he went to Nebraska with a commission from "Jim Lane" to recruit. He assisted in recruiting the Second Nebraska Cavalry. After being mustered out, he was appointed agent of the Omaha, Ponca and Winnebago Indians. In 1872 he was elected governor of Nebraska. He has been president and also secretary of the State Board of Agriculture since its first organization. He is a member of the Masonic and Odd Fellows' orders. His home is in Brownsville, where he is engaged extensively in raising fruit and forest trees.

Mr. Furnas is an enthusiast on everything appertaining to fairs, and is recognized as an authority throughout the entire country.

It is rumored that a prominent firm of advertisers will shortly file charges against the I. A. of D. member at Jackson, Mich. This is a surprise. The distributor at that point has always been considered above reproach.

Successful Advertising.

Is the one that pays the advertiser best. No one kind is the best. Some excel in distributing, some on billboards, some in the newspapers and some in other ways.

The successful distributor is the one who plans and directs distributing that pays best. The man who simply walks around here and there scattering advertising matter is not a distributor, although many call him such.

A distributor should know the class of people to reach for his patrons, so as to bring the best possible results. If you miss once, don't get faint hearted, but ask some one who has had more experience. All distributors are willing to help each other, so far as I have found them.

The art of successful advertising has advanced to a point where an advertiser has some definite idea of results he is liable to get from any section that he covers with his advertising matter.

AN OPEN LETTER.

From Mess. Siebe & Green, to the
Advertisers and Bill Posters
of America.

San Francisco, Jan. 27, 1898.

Editor of THE BILLBOARD,
Cincinnati, O.

Dear Sir—You will greatly oblige us by publishing this open letter, written to the general advertisers throughout the United States and Canada:

An open letter to all wide-awake bill posters and advertisers.

Some time ago we were asked by members of the Associated Bill Posters' Association of the United States and Canada to make application to them for a charter to join their ranks. At their request we have done so. The following letter was addressed to the Executive Committee of the Bill Posters' Association when the Executive Committee met on January 17, at Bartholdi Hotel, New York, as also the letter addressed by our brother bill poster, H. G. Wilshire, who controls Los Angeles and numerous other towns in the southern part of the State.

Gentlemen, we ask you to kindly note the letter

To the Honorable Executive Committee, Associated B. P., United States and Canada

Gentlemen—We have forwarded to Mr. J. F. O'Meara, your president, application of the California Bill Posters' Association, signed by seven of its members, to join your association. We desire to lay before you the following facts. We trust and hope you will carefully look into the same.

The Pacific Coast Bill Posters' Association held its meeting on December 8, 1897. Following officers were elected:

Mr. Lee, Santa Rosa, president, John Williams, Portland, Ore., vice-president, J. H. Simpson, solicitor for Owens & Varney, secretary, H. G. Wilshire, Los Angeles, treasurer.

"Of these gentlemen, we wish to state that John Williams, of Portland, has resigned as vice-president of the Pacific Coast B. P. Assn., as per our wishes. We could not admit him to our association, as we are simply a State association. Mr. Wilshire resigned as treasurer and as a member of the Pacific Coast Association, as per our wishes, and joined hands with Siebe & Green and the California Bill Posters' Association, and even goes so far as to refuse work from our competitors here.

"Now, as to Mr. Lee, its president, we wish to state that Santa Rosa is a town of about 5,000 population; we have placed our own plant in said town, and nearly all the work that goes to Santa Rosa is now being done by us, and we shall erect some more boards, so as to be able to fill any demand made upon us for space.

"Now, as to the secretary, Mr. Simpson, he has not one dollar invested in a bill posting plant, and we believe he is not eligible as a member of the Associated B. P., which consists simply and plainly of people that own bill posting plants. Such are plain and true facts.

"Now, gentlemen, we wish to state our side of the story. We started in business two years ago, on December 26, 1895. What have we accomplished?

"In the city of San Francisco there are the following theaters, for which we are doing the posting, viz: Moroseo's Grand Opera House, Tivoli Opera House, Orpheum Theater, Olympia and Alcazar Theaters, while our rivals are posting the Baldwin and Columbia Theaters at a price that we will not and cannot meet. Should you desire proof of that, we can forward it to you without any trouble, as the theaters have been offered to us and we have declined the same.

"What, gentlemen, have we done? We have secured the choicest locations of San Francisco and erected the finest boards that have ever been seen. Now, we will take, for instance, the third largest city in the State of California—Oakland. There was a bill posting firm over there named the Stillwell Advertising Co., as also one Helasco & Co.

"The Stillwell Advertising Co. had arrangements with the California Adsign Co. (now Owens & Varney) that did not suit us. On the first day of January, 1897, we commenced erecting boards to satisfy the demands of our customers. In the middle of January Helasco & Co. retired from the field, leaving us to battle with the Stillwell Advertising Co. Their boards were in such a dilapidated condition that we did not care to have them taken down, nor did we go after their locations, as we felt that good service could win out very easy. The result was,

that on June 1, 1897, they were forced to sell their business, they being unable to secure any work for their boards, with the result that Oakland and Alameda county are now exclusively owned and controlled by Siebe & Green.

"Now, again, gentlemen, we wish to state that the Pacific Coast Bill Posters' Association made rules whereby no member of their association could post any work for Siebe & Green. For this we immediately commenced battle, with the following result:

"At San Rafael we built our own plant, and own the town exclusively. C. M. Brush, of Petaluma, had instructions not to post any paper; we immediately built our own plant and compelled him to sell out to us, leaving Petaluma entirely to us. At Santa Rosa, where Mr. Lee (president of the Pacific Coast B. P. Assn.) is located, we immediately erected our own boards, and shall again at a very early date go there and try to win to a finish, regardless of expense. Ukiah, Hopland, Cloverdale and Geyserville were in the same situation, and we own them exclusively. And we now again say to you that there is not one town in the State of California to-day that dare refuse our work, for we would immediately erect our own plant and be able to give any service that is demanded of us. Will Owens & Varney offer such a proposition? Does not that show strength of an association when we can command the State of California? There is not one town in the State of California that dare refuse our posting. Then, on the other hand, can they post Oakland, Alameda county, Petaluma, San Rafael, Ukiah, Cloverdale, Los Angeles or Geyserville? Now, we say that they cannot, and they haven't the grit to battle. That is the stand we take.

"We say to you, gentlemen, that if we are admitted to the association, that we will gladly abide by its rules and that we will be your strongest State Association in America, beyond any doubt whatsoever.

"We know our abilities and capabilities better than any one, as our past improvements show what we can accomplish, and if money and pluck can do it, we have both.

"We know and feel that you, gentlemen, aim to be just in decisions—especially so as it is your duty to act discriminately and in the best interest of the Associated B. P.

"Now, one more fact which is very important, we wish to lay before you, gentlemen. Owens & Varney have been admitted at the Executive Committee meeting to the Associated B. P. Assn. Why do they not live up to the rules?

"We will give you evidence that they take paper for anything they can get, from 3 cents up for a 30-day display. We do not deny that we ourselves take paper from 4 cents up, but we are compelled to do so, owing to the situation here at present.

"We are willing to place a \$10,000 bond to the effect that we will not take paper for less than the Associated Bill Posters' prices, provided our rivals will do the same.

"Again asking you, gentlemen, to carefully consider the application of Siebe & Green, as also the California B. P. Association, and thanking you kindly for courtesies that you may show us, we are,

Plain, but true.

"SIEBE & GREEN."

P. S.—What is the Pacific Coast B. P. Association? What does it consist of? We understand that you do not take territories, but only admit states. On this ground alone we expect a favorable decision. S. & G.

The following letter from the Wilshire Bill Posting Co., of Los Angeles, was also submitted:

To the Honorable Executive Committee, of the Associated Bill Posters' of the United States and Canada, care of J. F. O'Meara, Pres., Jersey City, N. J.

Gentlemen—On behalf of the California Association of Bill Posters, I herewith petition for a state charter, and at the same time protest against your granting a charter to the Pacific Coast Bill Posters' Association, of which I was lately a member and treasurer, but since resigned. I feel that California is too important a state, and I am too proud of her to degrade her to the position of only being able to have a charter when in partnership with Oregon and Washington. If there is one state in the Union that is able to paddle her own canoe, that state is California.

It is true that I did ask you for a charter for the Pacific Coast Association, but at the time I did so I did not realize the slight and indignity I was imposing upon my own state in thus practically cutting her out from having the same rights and honors of every other state; namely, of having her own individual state charter.

When the matter was put in this light to Mr. J. H. Williams, of Portland, Ore., who had been elected vice-president of the Pacific Coast Association,

he immediately saw the justice of the position taken by the California Association, and he forthwith resigned from the Pacific Coast in order not to stand in the way of the California Association obtaining a charter for California separately and on her own individual statehood.

Another reason that decided me to resign from the Pacific Coast was the rule they had adopted preventing members from doing business with Messrs. Siebe & Green, of San Francisco. This rule alone would have wrecked the Pacific Coast Association, as there is no question in my mind that with the immense start that Siebe & Green have already made in the bill posting world, with the absolute control of Oakland and dozens of smaller places, and with the lead they have conquered in San Francisco for supremacy, with their \$110,000 capital already invested, and with their \$500,000 more if necessary to continue their fight, with their brains, their energy, their peculiar talent and genius for the bill posting business—with this aggregation of ammunition for a bill posters' war, it would be as absurd for the Pacific Coast to fight them as it would be for Spain to lackle the United States.

Now, while I am as yet on very friendly terms with Messrs. Owens & Varney, and regard them as very estimable gentlemen in every sense of the word, yet it is evident to me that compared with Siebe & Green on a bill posting basis they are simply not "in it." In the first place, they don't own a square foot of board; they rent from the California Adsign Co., and it is a well-known fact that there is no eye like the owner's.

In the next place, instead of giving their personal attention to bill posting, as do Siebe & Green, they turn the management over to a salaried employe, Mr. J. H. Simpson. Mr. Owens devotes his time to street car advertising and Mr. Varney to his bicycle business. With these facts in view, can any one think that the firm of Owens & Varney will have the nerve to keep putting up money indefinitely to continue their fight with Siebe & Green? Will they put up money to have a hired plant not their own? Will they put up money indefinitely to be spent by their salaried employe, Mr. Simpson?

Certainly it stands to reason that such will not be their policy. They might keep putting up more and more money to save the money already invested if it was their own money to be saved, but when it belongs to another fellow, that is another story. Now, this San Francisco fight is going to fall to the man with the longest purse, and there is every indication that Fritz Siebe, the millionaire backer of the firm of Siebe & Green, is a stayer and a winner.

The bill posting business is undergoing a rapid evolution right before our eyes, and the bill poster who recognizes the logic of events and acts thereupon is sure to be the ultimate winner. Deny it as we may, there is no question but that the bill posting business is subject to the same irresistible law now strongly influencing all business to consolidate, to concentrate; shortly, to monopolize. Competition is a dead horse in the business world; monopoly is the watchword of to-day.

Siebe & Green, perhaps unconsciously, are working on these modern lines. They are extending their plant to other places than San Francisco, their starting place. They monopolize Oakland and Alameda county, San Rafael and Petaluma. They are conquering Santa Rosa, and no one can say when they will cease their march of conquest. I myself, here in Los Angeles, feel the same necessity to extend my plant to outside places. In response, I have decided it necessary for me to own the plants of Santa Monica, Redondo, San Pedro, Long Beach, Fullerton, etc., and hereafter will post these towns under my own name. Advertisers prefer to have their paper handled by a responsible central authority in small places, rather than by obscure, unreliable small posters; and I feel convinced that the move that Siebe & Green and the Wilshire Posting Co. are making will tend to have a great deal of paper go into small places that under different circumstances would be entirely overlooked. I admit that I am possibly too recent a member of the bill posting fraternity to lay down laws for them, but, while young at bill posting, I have had plenty of experience in other lines, and my contention is that the same laws govern all business.

I hope I have thrown some light on this California situation and that your honorable body will coincide with my views upon the justice and desirability of issuing a state charter to California. I am, dear sir,

Yours most respectfully,

H. G. WILSHIRE.

P. S.—As I have no doubt of you ultimately granting a charter to us as a state, I herewith withdraw my application for separate memberships for Santa Monica, Redondo, Long Beach and San Pedro.

Respectfully yours,

H. G. WILSHIRE.

Before the meeting took place we were informed that it was simply ridiculous for us to make application, as Mr. Edward A. Stahlbrodt had already decided that Owens & Varney, a rival concern in San Francisco, would be admitted. A letter, dated January 21st, was received by us from J. Ballard Carroll, secretary. Following are the words:

Gentlemen—Your application for a state charter, headed by the name of Geo. H. Siebe, was refused on the grounds of the charter fee not accompanying the application and the names of the cities or towns of the applicants given.

Truly yours,

J. BALLARD CARROLL.

Now, gentlemen, let us talk to you right to the point: we unhesitatingly say to you all, that on the very face of the action taken by the Executive Committee that the Association, in our opinion, is nothing more than a fraud, ruled by a few bill posters or solicitors who don't even have a cent of capital invested in plants. Is it by them that a concern like ours, with a capital so far of \$110,000 invested, and having one of the grandest plants in America to-day, should be ruled? We say no!

From now on, we shall simply take an entirely different position than we have heretofore, for the reason that when bill posters will join an association which can be controlled and ruled by a few members of the association, it is high time for us to call a halt, and refuse to take any further interest in trying to secure membership for the association. Why, how preposterous for the Executive Committee to have admitted the Pacific Coast Bill Posters' Association when, at the last meeting which took place December 8, its vice-president, Mr. John Williams of Portland, Oregon, resigned, and the treasurer, Mr. H. G. Wilshire, of the Wilshire Posting Co., resigned, leaving the association with simply J. H. Simpson, a solicitor who has not one dollar invested in the business, and a man by the name of Lee, of Santa Rosa, as its president. How ridiculous on the very face of it to have accepted the Pacific Coast B. P. Association as members.

We have all the work that we can do in the city of San Francisco, Oakland and Alameda county; the boards are always packed, and the paper that comes from the association amounts to so little that it makes a very small difference. How ridiculous the position when an association like ours should be refused a charter simply because the charter fee did not accompany the application, as though we were not responsible for the few paltry dollars involved in the fee. What tempted us to make such an application to the association? We really do not know, but some of our friends suggested to us to join that association as it would be to our interest to do so.

We are really satisfied, and glad that things turned the way they did, and that we were not admitted as members of the association, for had we, we would have been ashamed of ourselves to join an association that is ruled by a boss.

When people want work they want the very choicest and best boards in a town, and we assure the Executive Committee that we shall never bother them again. Were they to ask us to post for them any paper, we should decline the same, unless they pay us a much higher rate than any one else; showing them that we are able and capable to take care of our own business without their solicitation.

Talk about eastern posters, let us tell you who we are posting for, and who our rivals are posting for. We post the Amer-

ican Tobacco Co., exclusively; Liggett & Meyers, exclusively; Drummond Tobacco Co., exclusively; H. O. Co., exclusively; La Belle Senora Cigar, exclusively; La Harmonia Cigar, exclusively; Pepper Whisky, exclusively; Coon Cigar, exclusively; Eagle Whisky, exclusively; Pond's Extract and numerous others.

Why don't the Associated Bill Posters try to influence these advertisers not to post with us (try if you can) they know our service, and when service is wanted, we are the people for this town.

We want the advertisers to know one thing, that owing to the position that the Executive Committee of the Associated Bill Posters have taken with the firm of Siebe & Green, we have made a combination whereby, if an advertiser wants work done throughout the State of California, and gives his work in San Francisco to the member elected by the A. B. P., he can not be posted in Oakland, Alameda Co., Los Angeles, Petaluma, Ukiah and all towns that we control or which are members of our association.

Do you for one moment believe that an advertiser will give work to a solicitor of the A. B. P. when he falsely represents that our rival concern can give as good a display as Siebe and Green? An other thing we say to all Eastern advertisers to-day, before placing your orders for the State of California with the solicitors of the Associated Bill Posters, kindly write for our rates and we shall give you inducements far more superior and far better service than the solicitor of the A. B. P., and we will guarantee such service. Should you not be satisfied that showing is far better than our rivals, we do not want a penny of your money. That is the stand we take.

We have plenty of catalogues which we recently issued on hand, and shall be only too glad to send them to any bill poster or advertiser that desires to see how we conduct our business, and what the leading advertisers of San Francisco have to say of the firm of Siebe & Green.

The solicitors of the A. B. P. charge you 12 cents per sheet for any posting they send to the city of San Francisco. Now, advertisers of America, let us make you the following offer: from now on, the rate for posting any paper sent to us from any part of the United States, will be 4 cents per sheet, 30 days display and showing guaranteed, and the very best service. Contracts can be made with us for posting for six months, but no paper must come through a solicitor of the A. B. P.; if it does, we will not accept it; since they have not seen fit to take in a firm like Siebe and Green. If we do say it ourselves, we do more posting in the city of San Francisco than is done in any other city in the United States outside, of New York and Chicago. Shall we permit a few of the members of the executive committee to dictate to and to insult our firm?

We say no. Brother bill posters, what on God's earth have the solicitors of your association done for you? Have they worked up very many advertisers? We believe that a man that opens up an agency to solicit work for bill posters throughout the United States, should receive a commission the same as agencies do from newspapers. Why don't the newspapers make a combination to shut out the rivals in a town from doing business or getting business? The trouble with the bill posters is that they are afraid of opposition, and want to rely upon the association getting them all the paper they can post. But do they get it? Brother bill posters, watch your plant, attend to your business, and you will have no

trouble about getting work. Don't be afraid of opposition. They make business for you; they make you hustle. What's the difference between a bill poster and a newspaper? In San Francisco we have six of the largest newspapers in the United States, they all make money. It all depends upon how you conduct your business, and the policy you adopt.

This idea of making rates for all over the United States, is also in our opinion a very poor policy. In a town where people pay but very small rents, no matter what size,—if a man can take paper at four cents, and can make money, he ought to take it, and if a man can get twelve cents in a town, and make money, he ought to take it. There is no use of trying to get rich in a month.

What a position this must be when a solicitor for the A. B. P. can be a member of the executive committee, and dictate to all the bill posters. We don't permit our employees to dictate to us. When an application comes in to an association, it is a duty that every member of the association should have a voice in the matter, and should be allowed to give a vote for his choice, either personally or by proxy, and not permit just a few members to be the leaders of their association.

Since this has occurred, we would like very much to hear from bill posters throughout the United States, and if we can arrange for, say one hundred of the bill posters in America, to set a date when we could meet in some large city in the United States in the near future, we will be the first ones ready and willing to start an association on principles that will gain the confidence of advertisers throughout the United States, and not make it a cinch proposition.

We do not believe that an advertiser should be told on what boards he should advertise. We feel that if a concern would like to post with our rivals in San Francisco, it has a perfect right to do so, even if we were members of an association and it thought that the other fellows' boards were better. Service is what advertisers want, not dictators. Proper service pays them, and they continue to be advertisers. But then, the idea of an association telling an advertiser, You must do so and so, is simply the means of driving advertisers off boards to other mediums, and you cannot blame them.

Take the stand like a newspaper does—our rates are so and so, if you want our service you have it; if not, go to the other fellow if he is cheaper. Our price is so much; we will guarantee you first class service, and if you think you can gain by getting cheaper service, "God bless you".

We know that we are up to date, we know we can get plenty of work; in fact, the only thing that worries us now, is to get more good spaces to do business with. Our plant is getting packed with work, and still we are looking for more. But do we cinch people? Not on your life. Read our catalogue; see what leading advertisers have to say.

THE BILLBOARD has been looking into this matter and knows they have turned us down for no other reason than that we are a go-ahead people, and are advancing the interests generally of the bill posters. Then to have a few solicitors and bill posters put an obstacle in our way is more than a reasonable man can stand. They ought to have been proud and happy that we made application to them. They ought to thank us instead of laying us aside. Never mind, we know how to take our medicine, and we know how to give medicine—time will tell.

Gentlemen, we ask you to take this for what it is worth. We are losing no sleep,

and we are continually building up and enlarging our plant. We have secured the posting for the Baldwin and California theatres; that makes us eight theatres now and our rival only one. We control exclusively Oakland and Alameda county and numerous other towns, and have made a combination with the Wilshire Posting Co., at Los Angeles. When a man does not post with us here, he can not post with them.

Now, that the association has accepted our rivals, it makes us feel stronger and happier, because we are aggressive and love to punish our enemies. You will hear from us again in the near future. With kindest regards, and hoping our brother bill posters will take this for what it is worth, and thanking you for your kindness in publishing this open letter, we are,

Respectfully yours,
SIEBE & GREEN.

LOUISVILLE, KY.

We are particularly anxious that the readers of THE BILLBOARD know the true state of affairs in this city. We have the best boards, the most boards, and the best located boards. All assertions to the contrary are lies. We have incorporated our company and largely increased its capital. We have new offices, nicely furnished and commodious. We have added sign painting and bulletins and have a uniformed corps of distributors.

The fact that an unscrupulous officer of the Association of which we have long been members, is trying to belittle us in the estimation of advertisers, causes us no concern.

We are here to stay. We know THE BILLBOARD is fair, and we know you will publish this.

Very truly yours,
THE HEVERIN BILL POSTING CO.

Our plant in Louisville is now in fine shape and is growing every day. We have not asked for any business, except theatrical work before, as we wanted to get in condition to give advertisers what they paid for, every sheet in a good location, and a list of every location the day it was posted. We are now really getting as much as we can handle. We are making no bluffs or starting new departments. Every department started when the Falls City plant was started; bill posting, distributing, sign painting, sign advertising, bulletin advertising, and poster printing, with experts in each line;

Advertisers should not believe everything they read, there is some mean whiskey in Louisville, although most of it is good. When you want to advertise Louisville, come and look over the town, and satisfy yourself, we will be pleased to take you around in a carriage, and if you don't say we are in it, you are blind.

Come and see us, 348 West Jefferson.

FALLS CITY BILL POSTING CO.

G. F. Bangasser, of McMinnville, Ore., reports the following work done during the month ending January 8: Posted for the American Tobacco Co. 80 sheets, 4 20-sheet stands, 5 3-sheet stands; tacked 50 signs for the Dr. Morse Indian Root Pills.

Mr. Maurice Weintraub directs our attention to a mistake made in our January issue. We said: "In 1896 he covered all of New England for the California Fig Syrup Co." We should have said: "In 1896 he traveled in New England and New York for the California Fig Syrup Company."

Bill Posting Ordinance.

The case of the city against Robert West of the Rochester Bill Posting Co., which was appealed by the defendant to the county court, after a verdict had been secured against him in police court, was to have been argued before Judge Sutherland, but owing to circumstances which prevented the argument, it was postponed to January 4th.

West was convicted of violating the ordinance governing bill posting, and was fined by Judge Ernst. He appealed on the ground that the ordinance was unconstitutional, in that it restrains legitimate trade or business.

The city claims that the ordinance is valid, and that instead of being prohibitory it is restrictive, and that the bill posting company can comply with its terms without hardship.—*Chronicle, Rochester, N. Y.*

The following postal is being sent out to newsdealers by George Munro's Sons, 17-27 Vanderwater street, New York City, viz:

December 30, 1897.

DEAR SIR:

We wish to send you, say, 500 copies of Special No. 1578 of The York Fireside Companion, for careful distribution in your city. We will pay you at the rate of One Dollar per Thousand (payable in our books at trade price) for this work. If you care to do it on these terms let us know at once.

Yours truly,
GEORGE MUNRO'S SONS.

It would be interesting to know what kind of service they obtain. Newsdealers as a rule make very poor distributors, even worse than druggists. What they would do with five hundred sample copies which they were paid fifty cents in trade for distributing can be better imagined than described.

O. P. Fairchild & Co., of Covington, Ky., have issued an exceptionally neat folder. It advertises the firm's plant and facilities, and gives a list of the members of the International Association of Distributors.

POSTER PRINTERS.

J. Lowensohn, representing the Orcutt Co., of New York City, who are lithographing from aluminum, states that the Orcutt Co. will make a bid for theatrical patronage, shortly. Orcutt & Co. are doing more with aluminum than has ever yet been attained with any of the substitutes for lithographic stone. Their product is much superior to zinc work.

The Donaldson Litho. Co. has sued Chas. B. Hood, of Chicago.

The News Co., of Newburgh, N. Y., is a new imprint on theatrical window lithographs. The work is very good indeed for a new house.

It is seldom indeed, in these days, that one sees the Thomas and Wylie imprint on theatrical work.

The new Huber press, recently added by Henneken & Co., is a marvel in the matters of speed and economy.

WANTED—A man who can command trade for a large commercial printing concern, capable of accepting large contract work. To proper party, excellent arrangements will be made—salary and interest in profits. Address, M. care THE BILLBOARD, Cincinnati, O.

The International Association of Distributors

An Association of Distributors, operated by Distributors, for Distributors. The only bona fide Association in the United States and Canada.



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The International Association of Distributors has 233 Members, covers 609 Towns in 41 States, and is still Growing Like a Weed.



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VICTOR, Cripple Creek Dist.—Jos. A. Quinn, Manager Quinn B. P. Co.
PUEBLO—Jesse Mitchell.
Aspen—John Ledan.
- CALIFORNIA.**
VENTURA—G. H. Sheppard.
LOS ANGELES—F. W. Sabich, 125 N. Broadway
SANTA CRUZ—L. A. Daniels, 9 Locust St.
San Francisco—Siebe & Green, San Francisco, Alameda and Mendocino Counties.
El Paso Del Robles—Harry Gear, 124 Park St.
Kureka—W. H. Mathews, 63; Second street, Box 270.
- CONNECTICUT.**
NORWALK—J. F. Buxton.
- CANADA.**
BRANTFORD, ONT.—Chas. Whitby Smith.
- DELAWARE.**
WILMINGTON—Geo. W. Jackson, 24 Orange St.
- FLORIDA.**
PENSACOLA—John L. Smart.
- GEORGIA.**
ATLANTA—Ed B. Bridger, 608 Temple Court.
AUGUSTA—Chas. R. Rowland, 303 Jackson St.
SAVANNAH—J. E. Campos, 39 Drayton St.
Macon—Frank H. Powers, No. 414 Second St.
- INDIANA.**
FORT WAYNE—W. H. Case, 24 N. Miner St.
Lebanon—James S. Seiver, W. North Street.
TEAR HAUTE—Jas. M. Dishon, 29 S. 5th St.
INDIANAPOLIS—Geo. W. Vansyckle, 114 S. Illinois Street, opposite Grand Hotel, Long Distance Telephone.
ALEXANDRIA—W. O. Henry.
RICHMOND—Dobbins Bros.
HAMMOND—Frank E. Gero.
NEW ALBANY—R. K. Brown.
MUNCIE—A. P. W. Nethercott, 611 S. Main St.
HUNTINGTON—Benj. Miles, 8 Everett St.
EVANSVILLE—F. M. Groves.
Greensburg—Fred Selts Son, 24 S. Franklin street.
SHELBYVILLE—T. F. Chafee & Son, 47 W. Pennsylvania St.
LA PORTE—W. C. Miller.
MITCHELL—W. M. Manson, Jr.
Coshier—Chas. Kintz, 210 South Seventh St.
Walker town—J. M. Schwartz.
South Bend—J. M. Schwartz.
LaFayette—LaFayette Bill Posting Co. Main Office, 4th and South street. Branch, Hotel Lehr.
Sullivan—Rush P. Crawford.
Peru—Chas. W. Stutesman, P. O. Box 114.
- IOWA.**
SIOUX CITY—A. R. Beall.
CEDAR RAPIDS—W. S. Bye.
COUNCIL BLUFFS—G. N. Bowen.
Des Moines—Chas. W. Orris, 1601 Des Moines St.
LE MARS—Wm O. Light.
Sheldon—John Walton.
Lyon—H. F. Sanger, 119 3rd avenue.
- ILLINOIS.**
CHICAGO—John A. Clough, 42 River St.
Mt. Vernon—Thos. Manior.
AURORA—Harry W. Marvin.
CLINTON—A. Nicolai.
NORMAL—M. F. Dillon.
QUINCY—G. B. Bowman.
BELLEVILLE—L. E. Tiemann, 308 S. High St.
LeRoy—Geo. P. Rowley.
- IDAHO.**
BOISE CITY—Rimo, Gordon & Co.
- INDIAN TERRITORY.**
Purcell—G. W. Brown.
- KANSAS.**
JUNCTION CITY—Herman Delker, 7th St.
WICHITA—R. L. Martling, Manager, care of Opera House.
- KENTUCKY.**
COVINGTON—O. P. Fairchild & Co., 16 E. 5th St.
NEWPORT—G. H. Otting & Son, York St.
PADUCAH—H. J. Harth.
LOUISVILLE—E. T. Heverin.
ASHLAND—John M. Hutton.
OWENSBORO—Owensboro Bill Posting Co.
Henderson—Jas. L. Lambert, Jr., 216 Second Street.
Baton Rouge—Alfred O. Deville, 510 Main St.
New Orleans—J. Garlick.
- MAINE.**
GREENVILLE—J. W. Murphy.
PORTLAND—Jas. A. Martin, 123 Exchange St.
Bangor—Thomas W. Burr, 47 Hammond
LEWISTON—Cecil A. True, 162 Middle St.
- MISSISSIPPI.**
Corinth—W. E. Patton, Box 164.
- MARYLAND.**
BALTIMORE—John H. Jones, Mount and McHenry St.
- MASSACHUSETTS.**
MATTAPAN—Flynn & Cushing.
WORCESTER—Fiske Bros.
MARLBORO—F. W. Riley.
DANVERS—Wm. W. Wakefield, 55 Maple St.
NEW BEDFORD—A. E. Hathaway.
HAVERHILL—Chas. W. York, No. 7 White St.
BEVERLY—Luther Cahorn, 44 Cabot St.
Waltham—Frank McGuinness & Son, 59 Charles Street.
Boston—Manrice Weintraub.
Newburyport—W. A. & S. M. Noyer, 39 Pleasant Street.
Milford—Elvin M. Slack.
Brockton—W. F. Gurney, 12 Ebridge street.
- MICHIGAN.**
DETROIT—Jno. H. Owen, 55 Fort St. W.
ITHICA—James Donaldson.
Iron Mountain—A. D. Stiles, 219 W. Fleischelm St.
FORT HURON—Lewis T. Bennett, 909 Military St.
GRAND RAPIDS—Geo. W. Leonard.
KALAMAZOO—J. E. McCarthy.
BAY CITY—C. J. Bloomfield, 211 Fifth Ave.
JACKSON—Stevenson & Solomon, 115 Mill St.
MUSKOGON—Peter F. Steketec.
CHEBOYAN—A. J. Finn.
Holland—John Van Den Berg, 39 E. 7th St.
Alpena—R. Nolan, No. 123 White street.
- MISSOURI.**
KANSAS CITY—Joseph Reid, 617 Grand Ave.
WARRENSBURG—B. F. Brunkhart.
LAMAR—A. L. Wright.
St. Louis—Will A. Molton, address: Cleveland Ohio Office.
St. JOSEPH—A. J. Avery, Yooite Theater.
JEFFERSON CITY—Oscar M. Miller, 224 Madison St.
- MINNESOTA.**
ST. PAUL—J. H. Crowmover, 39 Winnipeg Ave Minneapolis.
WINONA—Winona Cir. Dist. Co.
MANKATO—C. H. Griebel, Jr., 209 S. Front St.
AUSTIN—P. H. Zender & Son.
ROCHESTER—W. S. Elkins & Co.
- MONTANA.**
BUTTE—Harnois & Kendrick.
- NEBRASKA.**
LINCOLN—F. C. Zehrung, 1145 O Street.
FREMONT—U. S. Watts.
Omaha—R. Carleton, 218 South 14th street.
- NEW YORK.**
Greater New York—Harry Munson, 44 Duane
BUFFALO—W. A. Molton, address Cleveland.
BINGHAMTON—P. M. Cooley, 99 State St.
ROCHESTER—J. E. Stroyer, 114 Weld St.
PULTON—Wm. Cook.
Whitehall—S. Lampron.
SALAMANCA—C. R. Gibson.
OSWEGO—Jos. A. Wallace.
LOCKPORT—James H. Staats.
SYRACUSE—Geo. Castner.
AUBURN—Wm. M. Kerr.
YONKERS—W. L. Midrum & Co.
Utica—John Napier.
Troy—Mrs. M. E. Dundon.
MIDDLETOWN—Thos. Kain, 88 South St.
Batavia—Albert R. Perry, 39 Jackson Street.
Cloverville—Olin S. Sulliff, 62 Orchard St.
- NEW HAMPSHIRE.**
MANCHESTER—Donat J. Lefebvre, 59 Hanover St. Box 483.
CONCORD—Chas. F. Batchelder.
- NEW JERSEY.**
NEWARK—E. M. Slocumb, 359 Market St.
Elizabeth, Brick Church, Orange, Bloomfield, Elizabethport, West Orange, South Orange, Montclair, Harrison, Woodside, East Orange and Kearny.
LONG BRANCH—G. M. Chattle.
CAMDEN—Quaker City Distributing Co., address Philadelphia.
PATERSON—Paterson Bill Posting Co.
HOBOKEN—Hoboken Bill Posting Co.
HACKENSACK—Hackensack Bill Posting Co.
JERSEY CITY—J. F. O'Mealia, 27 Montgomery
Vineland—Charles A. Mendman, Box 947.
Works, Millville, Bridgeton and Atlantic City.
- OHIO.**
CINCINNATI—W. H. Steinbrenner, 519 Main Street.
SPRINGFIELD—H. H. Tyner, 22 N. Race St.
LANCASTER—Mrs. Clara M. McNeill, Main St
AKRON—W. A. Molton, address Cleveland.
TOLEDO—W. A. Molton, address Cleveland.
WOLSTEE—Geo. Kettler, 83 W. Larwill St.
PORTSMOUTH—R. W. Lodwich, 118 W. 3rd St.
DELAWARE—Geo. D. McGuire, 169 S. Franklin St.
ATHENS—C. T. Crippen, Union St.
DAYTON—Marchal & McConnon.
YOUNGSTOWN—John M. Evans.
LIMA—W. C. Terrill.
FINDLAY—L. M. Shannon, 938 1/2 N. Main St.
- OHIO.—Continued.**
ZANESVILLE—Zanesville Bill Posting and Distributing Co.
IRONTON—James H. Haynes.
MANSFIELD—E. R. Endley, 232 W. Fourth St.
CLEVELAND—W. A. Molton, 84 Public Square, also controls Akron, Toledo, Buffalo, N. Y. and St. Louis, Mo.
COLUMBUS—F. Altman & Son, 540 Main St.
Marion—Marion Adv. Co., D. N. Christian, Manager.
URBANA—C. O. Taylor, 125 East Court St.
GALION—S. E. Rible, 119 Main St.
SANDUSKY—Chas. Baritz.
LORAIN—P. J. Smith.
PIQUA—Hixson Bros.
CONNEAUT—A. C. Phillips, 144 Main St.
TAY—G. A. Errannan.
TIFFIN—J. R. Lewis, 81 W. Perry St.
NEWARK—E. O. Burroughs, Box 206.
Elyria—J. J. Howlett, 22 West Ave., North.
BUCKEYUS—F. R. Meyers, 236 N. Spring St.
STUBENVILLE—Chas. J. Vogel, 137 W. 3rd St.
Van Wert—W. C. Terrill.
Salem—Harry S. Warner, 60 East Sixth St.
Marietta—C. P. Thomas.
Ashabula—J. L. Smith.
Hamilton and Middletown—Geo. W. Riley, 310 High Street
Mt. Vernon—Haynes Bros., Public Square.
Greenville—D. Murphy, 131 W. Water street.
- OREGON.**
PORTLAND—John T. Williams.
McMINNVILLE—G. F. Bangasser.
CORVALLIS—G. W. Bigham, Main St.
- OKLAHOMA TERRITORY.**
Oklahoma City—Oscar V. Nix, 202 1/2 Grand av.
Kingfisher—Wm. A. Northrup, 318 S. Main st.
- PENNSYLVANIA.**
PITTSBURG—Twin City Distributing Agency, J. T. Hudson, mgr., 216-218 Sixth Street.
ALLEGHENY—Twin City Distributing Agency, J. T. Hudson, manager, Pittsburg, Pa.
Philadelphia—Quaker City Distributing Co., W. A. Waters, Manager, 1001 Chestnut st.
WILLIAMSPORT—S. M. Bond.
CARLISLE—Wm M. Meloy, Box 49.
SCRANTON—John H. Beltz.
NANTICOKE—Oplinger & Co.
ALLENTOWN—W. E. Worman, 532 Hamilton St
POTTSTOWN—Jacob E. Amole, 30 High St.
WILKESBARRE—W. H. Burgander.
LEBANON—G. H. Spang, 405 Cumberland St.
CARBONDALE—J. O'Heall.
NEW CASTLE—J. G. Loving.
RASTON—Dr. W. K. Detwiller, Manager, 232 Bushhill St.
POTTSTOWN—Chas. L. Weiss, 160 E. Savory at Hallstead—James S. Churton & Co.
Connellsville—Clowes Adv. and Dist. Co., No. 149 Main street.
- RHODE ISLAND.**
PROVIDENCE—M. Weintraub & Co.
- TENNESSEE.**
NASHVILLE—Jas. L. Hill, 150 N. Cherry St.
COVINGTON—H. N. Holsouser.
MEMPHIS—R. S. Douglas.
ELIZABETHTOWN—Herbert Smith.
CHATTANOOGA—H. S. Holmes.
KNOXVILLE—Southern Bill Posting Co., 228 Grand Ave.
- TEXAS.**
SAN ANTONIA—Albert V. Futh.
HOUSTON—Thos. F. O'Leary, 801 Capitol Ave
GREENVILLE—Henry Barker.
TERRELL—H. C. Orby.
BEAUMONT—Welcome Rollins.
- UTAH.**
Logan—Will Crockett, Main Street.
- VIRGINIA.**
STAUNTON—J. H. Bell.
Roanoke—W. L. Robertson, Box 297.
LYNCHBURG—J. J. Hughes & Co., 1211-1215 Main St.
WINCHESTER—Cornelius Gibbens, Box 64.
Norfolk—S. S. Kelly & Co., 355 Main Street.
Portsmouth—S. C. Draper, 905 Washington St.
- WEST VIRGINIA.**
PARKERSBURGH—Knery & Cheuvront.
Wheeling—A. W. Rader.
- WISCONSIN.**
WATERTOWN—P. C. Volkmann, 103 Main St Box 1225.
APPLETON—Wm. E. Cadman.
MILWAUKEE—Walter D. Dixon.
OSWEGO—J. E. Williams, 24 High St.
LaCross—Aug. Erickson & Co., 331 Pearl st.
- WYOMING.**
LARAMIE—H. E. Root.
- WASHINGTON.**
DAYTON—Geo. E. Day, Day's Block.
WASHINGTON, D. C.
Clarence D. Wright, 432 Tenth Street.

OUR MOTTO: "WE HOLD THEE SAFE"

Prompt pay from the Atlantic to the Pacific

I give copies of a number of letters received recently from Bill Posters in various sections. I could fill a large sized book with the same kind of letters that I have received from the other towns, cities and villages, during the past few years.

This is a matter that interests you. The agent who is unversally known as Prompt Pay is unversally certain of the best treatment at the hands of the bill posters.

Therefore, he is the man to do your posting when you have posting to do.

While your financial rating may be vastly above mine, most of the bill posters have no access to Dun or Bradstreet to learn about you. But all of them know when they get an order from me that their money is sure; there is no question about it, providing their work is correct. And they know equally well that if their work is not correct they get nothing.

I am in constant communication with nearly all the bill posters of the United States; I am sending them work frequently; I am, to a certain extent, a wholesale buyer; with many of them I have paper on their boards all the time.

I am placing bill posting now for a number of large concerns, most of them the largest in their line. Some of these people have placed their work with me for years.

One of these whose posting I attend to exclusively is making to-day net annual profits of twenty times their gross capital investment at the time I began placing their advertising.

My arrangements for checking and inspecting lists are as perfect as mortal can devise. Checking can be done once a month or once a week, as the occasion demands, and can be attended to as well in Minneapolis as in New York City, in San Francisco as in Boston.

MY INSPECTORS' REPORTS ARE GUARANTEED BY A CORPORATION WORTH FIVE MILLION DOLLARS.

Don't load your bill posting onto your salesmen or travelers; their business is of another sort, which they understand, and at which they can make more money for you.

Don't ask your local dealers to attend to this business; no matter how loyal they may be, they have their own living to make, and have no time for "thanky" jobs. Imagine for an instant how much attention you would be able to give to the bill posting of some friend who might ask you to look out for it for him!

And, say—don't forget that my services are all the more valuable if called in before you have had the poster printed, before you have had a sketch made. Many a well planned poster campaign has failed because of a badly designed or poorly executed poster.

New York, Jan. 12, 1898.
Sam W. Hoke:
Dear Sir—Yours received, with check for \$970.16, in settlement of account to December 31. Your promptness facilitates the closing of last year's books, and is highly appreciated.
Yours truly,
Harry Muuson.
Per Lowden.

Cameron, Mo., Jan. 14.
Sam W. Hoke:
Dear Sir—I received your check for posting, due January 11, 1898, and wish to thank you for your promptness. I usually have to wait about 60 days from other people.
Yours truly,
Frank E. Turner.

San Francisco, Oct. 15, 1897.
Sam W. Hoke, New York:
Dear Sir—Yours of the 7th is received, and we thank you for remitting so promptly.
Yours truly,
Owens & Varney.

Knoxville, Dec. 15, 1897.
Sam W. Hoke, New York:
Dear Sir—Yours with check at hand, balancing account for first month's posting. Enclosed find list for second month's display in Knoxville, which begins to-day.
Very truly,
Southern B. P. Co.

Omaha, Dec. 20, 1897.
Sam W. Hoke, New York:
Dear Sir—Yours of the 17th at hand, with check for the third month's billing, up to December 10th. Thanking you for past favors, I remain,
Yours, etc.
M. E. Mulvihil.

New Albany, Ind., Dec. 24, 1897.
Sam W. Hoke, New York:
Dear Sir—We have this day received your check in settlement of our account to the 20th. Accept many thanks. Wishing you a Merry Christmas, we remain,
Yours truly,
New Albany B. P. Co.

Tacoma, Wash., Dec. 23, 1897.
Sam W. Hoke, New York:
Dear Sir—Received yours of the 17th with check (\$239.20) in full to the 12th of December, 1897. Many thank, and Merry Christmas
Yours truly,
C. Harry Graham, Mgr.

Bangor, Maine, Dec. 10, 1897.
Sam W. Hoke:
Dear Sir—Yours received with check for \$11.95, in full to the 8th inst.
Thomas W. Burr,
City Bill Poster.

New Orleans, Jan. 20, 1898.
Sam W. Hoke:
Dear Sir—Yours with check for the third month's billing came to hand with the usual promptness to-day. Mardi Gras will soon be here, and I would suggest that you call the attention of some of your other customers to the fact that the whole world comes here on that festive occasion. I will reserve whatever space you wish.
Yours truly,
J. Garlick.

Shelbyville, Ind., March 19, 1897.
Friend Hoke—Enclosed find list of second billing, and receipted bill for the first posting.
Bring on another boss,
Yours with veneration,
Chafee.

Los Angeles, Cal., Dec. 24, 1897.
Sam W. Hoke, New York:
Dear Sir—Thanks for your prompt remittance, covering bill to the 8th inst. Your ad in the Xmas BILLBOARD is great.
We have sufficient paper for the third month's billing, but you would better start some more soon for future use.
With regards,
H. G. Wllshire.

Ludington, Mich., Nov. 16, 1897.
Sam W. Hoke, New York N. Y.
Dear Sir—Your prompt remittance for the Royal Sweets posting is highly appreciated.
Yours truly,
C. S. Grant,
City Bill Poster.

Cheyenne, Wyo., Nov. 20, 1897.
Sam W. Hoke, New York:
Dear Sir—Your check of the 16th is received in settlement of account to the 8th. Many thanks
Yours truly,
Schilling B. P. Co.

Indianapolis, Nov. 27, 1897.
Sam W. Hoke, New York:
Dear Sir—Yours of the 24th is at hand, with check for the first month's posting, to the 20th inst. Please accept our thanks.
Yours truly,
Indianapolis Bill Posting Co.

Portsmouth, Va., Dec. 15, 1897.
Sam W. Hoke, New York:
Dear Sir—Yours of the 13th received, with check in full to the 5th inst.
Thanks
S. C. Draper,
City Bill Poster.

St. Louis, Jan. 5, 1898.
Sam W. Hoke, New York City:
Dear Sir—Your check for posting account up to December 28, 1897, to hand. Many thanks for same.
Yours truly,
St. Louis Bill Posting Co.

Asheville, N. C., Jan. 21, 1898.
Sam W. Hoke, New York City:
Dear Sir—Your check for account in full to the 17th came duly to hand. Please accept my thanks for your promptness.
Yours truly,
J. D. Plummer.

San Francisco, Dec. 8, 1897.
Sam W. Hoke, New York:
Dear Sir—Thanks for your check for month of October 26 to November 25.
Yours truly,
Siebe & Green.

Chattanooga, Sept. 10, 1897.
My Dear Hoke—All this month something has seemed missing somewhere, and I have just discovered what. This is the first month in nearly two years that I have not had a check from Sam W. Hoke. And the reason is, that I have had none of your paper during the last month. Whenever I have an order from you, I feel as if I had the money already deposited in the bank.
Yours truly,
H. E. Stoops.

Syracuse, Nov. 4, 1897.
Sam W. Hoke, New York:
Dear Sir—Thanks for check for Admiral posting to the 22d of October.
Yours truly,
George Castner.

Denver, Col., Nov. 30, 1897.
Sam W. Hoke, New York:
Dear Sir—Yours of the 26th to hand, enclosing check in payment of our bill to the 20th, for which we are obliged to you, and same has been placed to your credit.
Very truly,
The Curran Bill Posting and Distrib. Co.

Sam W. Hoke

LONG DISTANCE
BILL POSTING,

Telephone Connection.

107 West 28th Street, New York.