

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



J. E. WILLIAMS.

March, 1896.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

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

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

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

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

Joliet, Ill., DeLong & Biederman, Bill Posters and Distributors.

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

Boone, Iowa, Population 9,000. J. J. Kirby, City Bill Poster and Distributor.

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

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

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

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

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

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

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 44 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Classified Advertisements

DISTRIBUTERS' DIRECTORY.

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

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

Donat J. Lefebvre, Manchester, N. H., Box 183. Reliable Distributor of all kinds of Advertising Matter.

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

Boston, Mass. 1500 Washington St. Wm. E. Prescott, Distributor of advertising matter. Advertisers write at once. 16

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

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

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

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

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

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

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

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

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

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

Ironton, Ohio. Distributing by James Haynes & Son.

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

Milford, Mass. Edwin R. Negus, Distributor.

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

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

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

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

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

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

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

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

Seranton, Lackawanna Co., Pa. John H. Bell & Sons, General Advertising Agents. Write to us, 651 Deacon street.

Selkirk, Ohio. C. P. Rober, Reliable Distributor.

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

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

EXPERT AD WRITERS.

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

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

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

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

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

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

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

Cohen, O., 335 Forest Ave., New York, N. Y. Corbett, E. A., care Post, Boston, Mass. Crawford, O. W., Advertising Manager, Masonic Temple, Chicago, Ills.

Curran, R. L., 111 West 34th st., New York, N. Y. David, C. F., 67 Milk st., Boston, Mass.

Day, Chas. H., Whitneyville, Conn. Decker, F. W., 155 Chambers st., Newburgh, N. Y. Dixey, Wolstan, 85 World Building, New York, N. Y.

Fairbanks, W. L., Box 857, Philadelphia, Pa. Fowler, Nath. C., Tribune Building, New York, N. Y.

Fowler, Frank Field, 13 School st., Boston, Mass. Gillam, Manly L., Hilton, Hughes & Co., New York, N. Y.

Herren, Jno. W., Norwich, Conn. Holmes, Henry, 17 Beekman st., New York, N. Y.

Hubbard, J. S., Plymouth, Wis. Kahrs, Hy., 250 East 33rd st., New York, N. Y.

Kennedy, J. E., 421 B'd of Trade, Montreal, Can. Kirkpatrick, W. B., 513 So. Shippin St., Lancaster, Pa.

Lewis, W. H., 111 Prospect Ave., Buffalo, F. Y. Long, Jas. R., 419 Fifth St., Washington, D. C.

Manning, Ulyses G., South Bend, Ind. Marsh, Chas. H., 915 Chamber of Commerce, Chicago, Ills.

Marston, Geo. W., Portsmouth, N. H. Mathews & Lewis, 501 Main st., Kansas City, Mo.

Moses, Bert M., Box 283, Brooklyn, N. Y. Newitt, J. C., Stimson Bldg., Los Angeles, Cal.

Quigg, Chas. J., Farmington, Me. Patterson, Will J., 125 1/2 W. 3d Los Angeles, Cal.

Paine, A. W., Traverse City, Mich. Payne, Theo. E., 2519 Master st., Philadelphia, Pa.

Scarboro, Jed, 45 Arbuttle Bldg., Brooklyn, N. Y. Smith, E. L., Codman Bldg., Boston, Mass.

Smith, F. M. C., Equitable Bldg., Baltimore, Md. Smith, Chas. Hite, Knoxville, Tenn.

Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C.

Spencer, C. H., Advocate Bldg., Newark, Ohio. Stewart, W. C., 414 Elm Ave., Philadelphia, Pa.

Stump, Frank V., Goshen, Ind. Subers, J. H., 4 New Chambers st., New York, N. Y.

The News Press, 114 Nassau st., New York City, N. Y.

Wady, Clifton S., Room 51, 27 School st., Boston Ward, Artemas, Lincoln Bldg., Union Sq., N. Y.

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

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

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

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

STREET CAR ADVERTISING.

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

George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg., New York City.

Broadway Advertising Co., Hugh J. Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co., 38 1/2 Marietta Street, Atlanta, Ga.

Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.

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

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

M. Wineburgh - Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland D. Wyndham Robertson, Dallas, Tex.

The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Hennegan & Co., 117 East Eighth Street, Cincinnati, O., and receive in return a handsome leather bound Date Book Best ever published.

POSTER PRINTERS.

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

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

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

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

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

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

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

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

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

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

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

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

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

Haler, P. A., Fond-du-lac, Wis. Hasselman Printing Co., Indianapolis, Ind.

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

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

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

Libbie Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark.

Liebler & Maass, 224 Centre, New York. Maubret's Printing House, New Orleans, La.

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

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

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

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

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

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

Winterburn Show Print., 166 Clark, Chicago.

MURAL SIGNS AND PAINTED BULLETINS

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

BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St.

Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y.

The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.

Thos. A. Skidmore, 640 Halsey st. CINCINNATI, O.

The John Chapman Sons Co., 19 Longworth st. Pitt's Advertising Service, 312 Coleman st.

Ph' Morton, 333 West Fifth st. CHICAGO, ILLS.

R. J. Gunning, Wabash ave., cor. Van Buren st. Bour & Company, 59 Dearborn st.

F. M. Lewis & Co., Temple Court. Thos. Cusack, Blue Island ave. and Throop st.

CLEVELAND, O. Bryan & Co., High and Middle Sts.

DENVER, COL. The Curran Bill Posting and Advertising Co.

DETROIT, MICH. Walker & Co., 43 Rowland st.

KALAMAZOO, MICH.—J. E. McArthur & Co., Lexington, Ky.

L. H. Ramsey & Co., 137 East Main st. LOUISVILLE, KY.—Heverin Bros.

NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y.

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

L. E. LaTour, 1718 Broadway. Sam W. Hoke, 87 Nassau st.

BILLBOARD ADVERTISING

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

VOL. V, No. 3

CINCINNATI, MARCH 1, 1896.

PRICE 10 CENTS.
PER YEAR, \$1.00.

"HOTE" INTERVIEWED.

A reporter for "Billboard Advertising" cross-examines the "King of the Road." An interesting talk with the Sign King. The new association he is forming styled the American Bill Posters' Union.

Probably no one person in America is better known among advertisers and bill posters than C. S. Houghtaling, familiarly and affectionately termed "Hote," and the address of his large establishment at No. 3 Park Place is almost equally so. I had little difficulty in securing an audience being ushered into his private office almost immediately upon presenting my card.

"Hullo!" he said cheerfully as I entered, "What can I do for you?"

"BILLBOARD ADVERTISING would like to know something about the American Bill Posters' Union" I replied.

"Humph," he observed, "you don't let the grass grow under your feet. Why, I only mailed that ad to them yesterday."

"That's altogether probable," I replied, "my instructions came by wire, and I received the telegram but half an hour since. But about the new association? How is it? Are you serious?"

"You bet, I am serious; in fact, I am dead serious. I'll show you an association inside of a year that will be a power in the land. It will reach from the Atlantic to the Pacific, and from Hudson's Bay to the Gulf. My lawyers have already taken the necessary steps to incorporate it. You know it will be a corporation under the laws of New Jersey, and will be capitalized at half a million dollars. It's a new idea. Only occurred to me last week, but it solves all the difficulties that attempts of this nature have encountered in the past. As soon as the scheme is laid before the bill posters of the country you will see them fairly falling over one another to get a piece of it."

"It is intimated, Mr. Houghtaling, that this is merely an attempt on your part to get even with the Associated Bill Posters' Association for depriving you of the rights and privileges of membership in their organization."

"That's a lie, a d—d unequivocal downright lie. Why, the members of the Associated didn't fire me. It was Campbell and Gunning's St. Louis representative, Hager, I believe, his name is. Why, I've got ten friends to their one among the members of the Association. Look here," he said, displaying a big stack of letters.

"These are all from bill posters, most of them members of the 'Associated,' all of them expressing the most pronounced indignation at the indignities that have been put upon me."

"It is said that Stahlbrodt could and should have prevented it."

"I am told that he did put up a lame talk in my behalf. I guess it was only a feeble protest to square himself though. But that's all right. Stahlbrodt and I are square. He has paid me back my five hundred dollars, and we are quits."

"How was that?"

"Oh, that's an old story. You see it was a scheme of Stahlbrodt's to milk the other members of the Association by establishing a New York office and hogging all the commissions. He invited Sam Pratt, Campbell and myself to go in on it and we each pledged ourselves to give five hundred dollars a piece to support it until it got on a paying basis. We all put up our money except Campbell. He crawled, backed right out of his agreement."

"Was the venture successful?"

"No. I soon made up my mind that Stahlbrodt was not the man to handle it."

"Why?"

"Oh, that's a leading question. You see, the position is one that requires all the characteristics of a successful solicitor."

"And you think Mr. Stahlbrodt does not possess them?"

"I won't say that. I will merely state that an advertiser does not like to be told that he has to do a thing, and when he is approached in this manner he is very likely to develop a prompt and unmistakable case of the 'studs.'"

Do you expect your new Association to break up the Associated Bill Posters' Association?"

"No, not at all. The gang that's now running it will do that."

"How's that?"

"Well, you see, they are using it now as a means of getting even with enemies, and it is largely given over to personal squabbles, quarrels, spites. The editor of your paper understands the situation. He has warned the members for months past of what would happen if a radical change was not instituted. I see he was fired too. That's the penalty of being able to think. The gang wants to do all the thinking."

"But they ejected O. J. Gude as well."

"Of course they did. He is a first class solicitor and gets business, lots of it. That, of course, interferes with Stahlbrodt."

"Many of the members have written BILLBOARD ADVERTISING that the mistakes of the Cincinnati meeting will all be rectified at Cleveland next July."

"I believe they will if the Association holds together that long."

"Why, you surely don't anticipate such speedy disruption?"

"It would not surprise me at all. Why, their total receipts last year were \$980.00, and the Association was run very economically, but their expenses amounted to \$886.00, which left them only about \$93.00 on hand. Mind you, not a cent was expended unnecessarily. Nothing but postage, printing and bare necessities were indulged in. But this year it's different. The gang have got the reins. The first thing they do is to cover up one of their own blunders by voting \$150.00 to an attorney for drawing a bond, or something. Then they give the secretary \$250.00 for a stenographer. Then \$300.00 to your paper as a subsidy. Then Stahlbrodt gets \$450.00 to pay the rent of the New York office. Their incidental expenses will be about the same as last year, \$886.00, which makes a total of \$2,130.00 to be met. Now, their receipts will not be as big as last year, because the Inter-State Bill Posters' Association is cutting down the membership like fun, and every time they lose a member, that means just so much less money received."

"You think the Inter-State is hurting them?"

"Think! Why, I know it. Why, my boy, nearly every member they had in Minnesota, Wisconsin, Illinois, and Kentucky has gone over to the Inter-State. There isn't enough of the subordinate association in these states left to form a corporal's guard. I see, too, that not satisfied with the already large indebtedness incurred, they are going to pile up some more by publishing a paper."

"But they expect that that will prove a source of revenue."

"Like h—l, it will. What does Campbell know about running a paper? About as much as a hog does about a holiday. I tell you, it's expensive, most uncommonly so, in fact."

"You speak as if you had experience."

"So I have. In 1868 I organized the first bill posters' association that was ever formed in America. The idea occurred to me in New Orleans, during a conversation with Al. Weber, the bill poster of that city. I at once went to Chicago, and interested Geo. Treyser in the idea, and we succeeded in effecting an organization. Well, to make a long story short, the association wanted a paper, and they authorized me to go ahead and publish it, which I did. It was called The Bill Posters' Review, and lasted just four months, during which time I received just exactly three paid subscriptions of one dollar each. Those four issues cost a little over \$3,200.00. The Association wouldn't pay it, so I had to; that's why I remember it so well."

"In the case of Campbell, however, things will be reversed, because he won't pay it, so the Association will have to, and the burden is going to fall pretty heavy on the shoulders of the few faithful ones who stick by the Association to the last. It's on account of this reckless extravagance, more than anything else, that I predict the early demise of the organization."

"You can say to the boys, though, that I will soon have The American Bill Posters Union in operation, and it will come as near to being a perfect association as it is possible to get one. Tell them it's what they've been trying to get for years."

ANOTHER ONE.

The Southern Bill Posting Trust. A new organization projected by M. J. Dooley, of Atlanta, Ga. A new movement of interest to the Craft in Dixie.

It never rains but it pours. Following close upon C. S. Houghtaling's announcement of the American Bill Posters' Union, comes the news that the popular bill poster at Atlanta, Ga., Mr. M. J. Dooley, has projected, and is about to launch an entirely new and independent Association of Bill Posters in the Southern States. Dissatisfied with the Associated Bill Posters' Association, with which he has heretofore affiliated, Mr. Dooley has severed his connection with that organization, and quietly gone about effecting an association according to his own ideas in matters of this kind.

Rumor has it that it will be operated on entirely new lines. The trust goes into each and every town of the South and buys the boards outright from the bill poster, paying him in stock of the trust for same, and installing him as manager.

Wherever they cannot effect this arrangement, it is presumed they will institute opposition. In time, this will give the trust an absolute monopoly of the boards throughout the entire South.

It is also said that the S. S. people are interested in the scheme.

AND STILL ANOTHER.

The Western Bill Posters' Association, covering the states of Montana, Idaho and Oregon, is organizing under the direction of Messrs. Spaulding & Gordon of Boise. They have asked for and received a charter from the Interstate Bill Posters' Association and will operate as a subordinate organization of that body. Messrs. Spaulding & Gordon are hustlers and their efforts will undoubtedly result in a strong and effective league of the bill posters of the three states named.

POSTERS AND PAMPHLETS.

A. CRESSY MORRISON.

The question of billboard advertising has annually presented itself, with gradually increasing emphasis, during my entire experience as an advertiser. I have never had a doubt as to the value of this class of display advertising as a means of immediate local publicity, but I have had my misgivings—and I think they have been justified—as to the reliability of the average bill poster. The fact that advertising has, during the past, been considered other than a science, that notoriety has been mistaken for reputation, and the attainment of publicity by flashy methods or in any way, has been regarded as the goal to which the advertiser was tending, has, through the early connection of the bill poster with the circus, induced the bill poster to believe that all advertising was a species of circus, a frolic; and instead of his bills being carefully put up, they have been slapped up. The bill posting profession, from my observation, has been more completely imbued with this idea than almost any other line of advertising thought, and the careful advertiser, observing this tendency, has been driven away from a profitable field by the personnel and the average untrustworthiness of this class of display. It should be thoroughly understood and stated with emphasis here that for years there have been thoroughly reliable bill posters, just as there have been admittedly thoroughly unreliable ones, and the advertiser, being unable to discriminate, has been loathe to see his profits on the reliable poster absorbed and turned into a loss by the bad business methods of the unreliable.

Theatres, amusements of all kinds, and one or two other lines of business have seemed to enjoy the bill poster's most strenuous and careful efforts, for the bill poster knows that he would receive from this class of advertisers a certain regular annual amount of posting; and besides, he has been under the supervision of the local manager of the theater or the careful checking of the circus bill poster, who was one of the fraternity, so to speak. But when the general advertiser, seeking publicity, sent his bills to a bill poster a thousand miles away, those bills have awaited the convenience of the bill poster and sort of drifted in, and though it may have been the desire of the advertiser to make a complete display at one time, they have been spread over six or eight weeks. The charge may have been right, but the lack of attention, the delays, have lost for the advertiser the entire effect. By making his shot scattering he has failed to penetrate the public mind, although the work was done conscientiously enough, as far as the time of display was concerned, by the bill poster, but every thing else had been given precedence. It therefore became true that although a large advertiser might spend more among the bill posters of the nation than any one theatrical company, yet his display was desultory and ineffective, and the individual or local bill poster looked upon it as so small a matter that it was scarcely worth his attention.

These methods deterred me for over six years from entering into a field which I

felt would be profitable, provided I could get exactly what I paid for. But a change has come. The bill posters of the country realized that life was not a continual frolic; that bill posting, if intelligently done, became a dignified occupation; that there was a science in bill posting, as in all things. They learned to call it a profession, and to take a pride in it. Then came the formation of a Bill Posters' Association, national and inter-state; then local organization; then a system of education in business ethics by bill posters for bill posters. Then came more rigid rules regarding membership. All this resulted in a pressure of opinion among bill posters which either whipped a careless or dishonest man into line or excluded him from the association. It is needless for me to say that the general advertisers were quick to appreciate the value of this organization, the making of a standard price, the proper criticism of loose methods by bill posters themselves; and the amount of commercial advertising which is now being placed by bill posters attests the fact that there were many others who were as anxiously awaiting the dawn of the new era as I have been.

Last year I sent forth a few little fluttering doves, amounting to a paltry hundred thousand sheets of posting. It was well displayed by members of the association, and by-and-by the doves returned to me, bringing the green little olive-branch dollars in sufficient numbers to warrant me in believing that the posting was not only well done, but that it was a profitable venture, which could be made more so by the display of better designs and in larger numbers. The confidence thus acquired has made the number of sheets arranged for this year nearly four hundred thousand, and although this is insignificant from the standpoint of large advertisers, it is another of those feelers which an advertiser usually, if thoughtful, sends out before venturing from his shell. Where large sums are involved, the advertiser becomes somewhat of a hermit crab, venturing with caution, keeping his shell well over him, preparing to jump back into it and stay there on the approach of danger. His shell is the realm of certainty based upon experience, and his ocean is the realm of possible advertising mediums around him.

There is no question in my mind but what bill posting as a means of publicity for the general advertiser will become one of the greatest mediums at his command, provided the bill posters continue to establish his confidence by themselves condemning carelessness, lack of attention, or dishonesty among the members of their own profession, rigidly excluding from their ranks men who are unreliable. The general advertiser can live without this or that city, can live without a dozen cities. He is in a position where he does not need to do bill posting at all, and will exercise his judgment accordingly, and if the general advertiser finds that certain cities do not respond to the bill posting which he has sent there, he will leave that city off the list, and no one will be hurt more than the local bill posters.

Bill posters should not forget that advertisers compare notes, that they flock together for self-protection, that a magazine or newspaper sailing under false colors, claiming a larger circulation than

it possesses, or using unreliable business methods, is soon spotted, and the advertiser will frequently leave a medium alone just because of doubt as to its value. It is, therefore, a fundamental principle that the bill posters should study with the utmost care, that if they desire to secure the patronage of the general advertiser they must inspire him with confidence in their methods, which is the keynote of success for their profession as well as for other lines of business.

There is one other subject which I wish to discuss here and offer a suggestion. During the last eight years it has been my privilege to distribute in various ways forty-eight million little pamphlets, many of them going from door to door by hand, many through the medium of druggists, and very large quantities by mail. Nearly three million of these pamphlets were sent by mail during the month of February. They were sent two in an envelope, and the postage was one cent for each envelope. It costs money for the collecting of the lists, for the writing of the envelopes, for the envelopes themselves for filling, and the postage alone was \$15,000. The cost of this distribution, aside from the books themselves, was between eighteen and twenty thousand dollars. The actual distribution was 1,500,000 addresses, and therefore the cost per address was a little more than a cent and a quarter, or perhaps thirteen dollars a thousand.

The Bill Posters' Association and its members would probably be very glad to distribute five or six millions of our little pamphlets, on the basis of two dollars per thousand, and we, as general advertisers, would be very glad indeed to have them, but we don't dare. This is no reflection upon the bill posters individually or as a whole, but we are perfectly well aware that we with difficulty can employ men, pay their traveling expenses and a good salary, on whom we can absolutely rely for the faithful distribution of our little books, the placing of them squarely under the door, rain or shine, in frost and heat, we could not entrust an advertising expenditure aggregating approximately fifty thousand dollars per annum, to any body of men with whose methods we are not wholly familiar.

The questions which confront us are these: Whatever may be the reliability of the members of your Association, will they give this matter for actual distribution to men who are intelligent, whose sense of duty is such that they value advertising matter, and will the poster himself see that they are properly watched?

Truly, in the distribution of these millions of pamphlets, we have learned much of the unreliability of man, and we have often pinned our faith to a broken reed. It is so much easier for a traveling representative to sit in the hotel and let the boys make this distribution; so much easier for him to pin his faith to the honest countenance of an urchin who promises well than to walk the weary miles behind him to see that his work is done properly. It has been our experience that the general public and distributors in particular do not appreciate the value of advertising matter, and we were actually at one time sued for damages for the stoppage of a city sewer, in which were found twelve thousand of our books.

We are succeeding in our distribution as it is, because the U. S. mail is comparatively reliable, and the men whom we now employ have taught us by experience that they can be utterly and absolutely relied upon.

How much better it would be, how much cheaper, and how much simpler, if the hundred advertisers who use circulars and pamphlets—many of them in larger quantities than we have issued—could send to the Bill Posters' Association a sufficient quantity, and feel that in every town and hamlet where a member of that association was located the distribution would be done promptly, with absolute accuracy, honesty and thoroughness. It would solve one of the greatest problems which confront the advertiser to-day. It would draw to your Association thousands and thousands of dollars which are now diverted to publications and other methods of publicity, because advertisers do not know how to distribute their books economically, thoroughly, and everywhere at once.

Again let me say that the keynote of the bill poster's and distributor's profession is the establishment of confidence, and this can only be done by the most rigid criticism of bill posters by bill posters, by the making of their profession dignified, by bringing to the members of your Association a realizing sense of the responsibility which they assume when they accept the money of an advertiser, and besides, they should be made alive to the fact that the advertiser, while he may be a goose, is still the goose that lays the golden egg, and as his business develops by the success of his advertising, they, by contributing to his success by the thoroughness of their methods, build up for themselves increased business from him.

In conclusion, permit me to express the hope that the very modest posting which we this year propose to do will further convince us of its utility as a means of publicity, and that we may some day look forward to the time when the distribution of our pamphlets may also be entrusted to the bill posters, for whose organization I have great respect, and whose individual members I felicitate upon their entrance into new business possibilities, which I hope may be realized beyond their brightest dreams.

MR. A. CRESSY MORRISON, author of the foregoing article is manager of the Advertising Department of the Pabst Brewing Company, Milwaukee, Wis.

Any person or firm who is desirous of creating a quick demand for his or their wares, should use posters in preference to all other avenues of publicity. Nothing is one-half so prompt. Proof of this fact is found in the fact that circus and theatrical managers have learned through years of experience that they bring a response that is almost instantaneous. For this reason itinerant organizations rely upon them almost to the entire exclusion of all other forms of advertising save distributing matter.

If you want to advertise anything anywhere at any time, and desire to procure maximum results at minimum outlay, use the billboards.

NEW YORK NOTES.

Holbrook's Worcestershire Sauce has secured from Van Beuren the enormous sign on New York Bay, that has been occupied for a number of years past by Sapolio. This sign is pretty nearly half a mile long, and is the first view of New York seen by incoming ocean passengers, and for this reason, if none other, is one of the strongest advertisements in America. Holbrook's Sauces are also posting upon the New York billboards.

Gude is posting Syrup of Figs in the Eastern States.

The William Zeltner Brewing Company has a very handsome 28-sheet stand, lithographed in colors, and is posting it throughout New York and New England States.

Johnson & Johnson, who are advertising Vino Kalafra very heavily in the newspapers and street cars, have given a large paint contract for their Belladonna Plaster, covering all railroad approaches to New York City. Vino Kalafra will probably be posted during the summer months.

A great deal of paper on the bill boards during the past month, as usual during the cold spell, is practically unreadable on account of the frozen paste on the face of the poster. Many a fine piece of lithography is ruined by the bill poster's carelessness.

The posters put up by the California Fig Syrup are decidedly weak; they are only three sheets in height, and a half sheet blank is placed on the top and bottom. This would be very good advertising if the half-sheets were placed at the ends as well, thereby placing a border all around the ad.

Three Cheerful Liars met in the Cafe of the Imperial Hotel a few weeks ago, and as they had made more money during 1895 than they knew what to do with, they mutually resolved to declare a dividend amounting to \$125,000, and to return this amount to their customers, in consideration of having been allowed to make such heavy profits.

They are doing all they can to prevent the general public from learning these facts, fearing that every man in the advertising business will immediately go into paint and bill posting, that they may be able to distribute \$125,000 a year among their customers.

Four large cigar manufacturers are securing bids on poster printing in large quantities, with the expectation of going into this method of advertising more heavily than similar lines have done. Cigar posting has heretofore been confined to one-sheet and three-sheets, but manufacturers are learning that there are larger sizes of paper made, and that it will cost no more to post the town with large stands than it does with small paper, and that the effect is a thousand per cent. better.

Advertising is not necessary, neither is the telephone, neither is the telegraph, nor the limited train, but they are mighty convenient when you want to get there quick.



"SEE PLATO ABOUT IT."

Your grandfather made a fortune in business years ago, and never spent a cent in advertising in any way; but conditions are somewhat different at present, and while you may do the same thing as your grandfather did in the same length of time, (a quarter of a century, we will say) why not get to the front in two or three years, instead of waiting ten times as long.

Wool Soap is a new billboard advertiser. Their eight-sheet could be vastly improved by a little color.

Bill posters should note the remarkable beauty and effectiveness, from an advertising standpoint, of the bulletin boards built and painted by Lou LaTour, of New York. Every sign on LaTour's boards no matter how small, stands out clear, bold and distinct. One reason is that a border about a foot in width surrounds every ad, the border on every ad being in a color differing from the one adjoining it. Another reason is he endeavors to have no two adjoining signs with the same colored background. The advertisers pay him for the space used in these borders, and they would be willing to pay the bill poster too, if the matter were suggested to them properly.

Holbrook's Sauces have a one-sheet and a sixteen-sheet. On going to the 105th-street station of the Sixth Avenue L. road the other day, I noticed one of the large stands placed where the view was very close, so close that the one-sheets would have been just as readable. In turning the curve at 110th street I noticed a bill board, the nearest possible view to which was fully five hundred feet, on which a great many of the one-sheets were placed. I don't believe one person

in a thousand could have told what was being advertised, and the stand is a magnificent one for large posters.

There is a bill poster in New York City who pastes a piece of paper over the imprints on all posters that are placed on his boards, "Nobody is going to get any free advertising out of him, by gum." And his name is neither Van Beuren, nor Munson, nor Reagan & Clark, nor Shine. This bill poster gets \$2 a sheet per month for the paper he posts, and he is the Elevated Railway Advertising Co.

Sozodont is expecting to invade the billboards the coming Summer with a novel and striking poster.

S. F. Meyers & Co., wholesale jewelers, 50 Maiden Lane, are going to post Olympic Bicycles throughout the Eastern States.

OLD TIME REMINISCENCES.

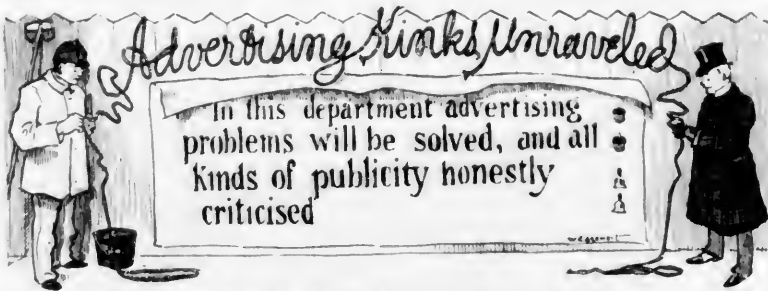
As near as I can remember, it was during the season of 1836-37, Nick Roberts informed me that billboard advertising was introduced into America by the agent of the Bavarian Peasant Actors, whose bill trunk had a three-sheet on the side marked "Steerage." To be historically correct, as these papers will be kept on file by every bill poster in America, it was about July 9th or August of that year, when the three-sheet lauded, at once suggesting the idea to all the bill posters who were sunning themselves and playing golf in Castle Garden, that it would be a corking good idea to have some planks permanently placed in prominent localities, where citizens could ride or walk by and read the cunningly worded printed bills, in place of having the sand-

wich man do all the walking. The idea was not only feasible but made a great hit, the first one blowing down on over thirty passing spectators. The expense for these boards was trifling, the owner of the lot generally taking great pleasure putting up a 300 foot board for two lithograph passes, good every other month. The theatre managers were delighted with the scheme, giving up sometimes as many as ten passes a year to bill three shows a week. The only expense was the paste, which had at that time gone up to sixty kreutzers per kilo. The duties on paste were so enormous that it is said Yank Newell felt called upon to invent a substitute made of witch hazel and tobacco sauce, both highly recommended for their hot qualities, which was all right for use in summer with the aid of tacks. Harry Stoops, who afterwards became a famous millionaire, in those days started in a quiet way with only thirty wagons, which now, if they were loaded with money, would not pay his weekly salaries. The first time I was discharged from the Cole show by Bob Campbell, was for laying out a 650x5 stand, on the beach at Galveston, to see how it would look. But after that I got it down so fine I could tell how the paper looked without having it photographed. Mique O'Brien, the celebrated poet who composed the following beautiful lines—

"She is the only girl I love;
She has a face like a horse and buggy,
I met her while leaning on the lake,
O, fireman, save my child."

was once a bill poster in Texas, and was doing well until a fake circus agent came along and gave him a sixteen dollar order on a busted show, which caused Mique to go into bankruptcy.

PUNCH WHEELER.



Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 414 Elm Avenue, Philadelphia.

THE GREAT AND ONLY.

BILLBOARD ADVERTISING has evidently awakened in the breast of more than one local advertiser the desire use billboard publicity. Out of a batch of twenty-seven letters from retail merchants in different parts of the country, I select this as being the most suitable one on which to hang my subsequent remarks:

W. CHANDLER STEWART:

Dear Sir—I read BILLBOARD ADVERTISING and think the poster alright, and decide to try this method of advertising; then I pick up other journals and papers and read articles on the order of the enclosed clippings, which makes me think poster advertising all wrong. Perhaps your opinion may help me out.

Respectfully yours,

D. Z. K.

Here are the clippings D. Z. K. refers to. The first one is from the Albany *Argus*, while the second hails from *Business*, although it has been going the rounds of the press for some months past:

The daily newspaper is by far the safest and most certain method of reaching the public. It should not be difficult for any intelligent man who has lived for any time in a community, to know just what papers will best serve him as advertising mediums. It isn't at all necessary to examine the books in the newspaper's counting room or to get their affidavits on circulation. A paper that you read yourself and that you respect, that your neighbors read and respect and that you know to be widely read and respected, you can safely rely on as a satisfactory medium for reaching people of your own kind. The advertiser who sticks to the solid, substantial and influential papers and fills his space judiciously, is sure of getting returns.

CHEAP ADVERTISING.—The biggest mistake I ever knew a merchant to make, says a writer in *Farm Machinery*, was when one of my friends concluded to spend \$70.00 to have illustrated signs painted on fences and barns in the country. The pictures were humorous and in colors to be painted on a white background. One was a bull frog reaching out after a bug. Another a dog catching a fellow by the seat of his pants, and another, a snake and a bird, a sort of take-off on the "Early bird catches the first worm." Well, the painter used whitewash and cheap colors. After the first rain the bull frog picture and the words of the advertisement got wonderfully mixed together, and the bull dog was made to chew the advertiser's name instead of the fellow's trousers; at least that is the way the rain made it appear. After the second rain there was only a vague sort of an indication of an advertisement, the water having washed out some letters, leaving the others untouched. For instance, the line "Purchase our buggies" on the sign board read "Chase our bug."

Now, newspaper advertising is a mighty good thing, but poster advertising is just as good in its place. Newspaper advertising, posters, painted bulletin boards, and attractive booklets should work hand in hand, but the trouble is that newspaper men recognize the sterling worth of the poster, and, in their anxiety to stop too much of the appropriation going posterwards, they say unjust things about billboard advertising.

For years the poster has labored under another disadvantage—it has had no one to champion its cause, while the newspaper has had dozens, even thousands, of official mouthpieces. To correct this state of affairs, BILLBOARD ADVERTISING entered the field, and, while some of the very men whose business it is championing are too narrow minded to realize the fact, the majority of the bill posters realize the great work their only representative is doing.

Already wonderful changes have resulted from BILLBOARD ADVERTISING's missionary work. Firms are using posters to-day who would not have dreamed of such a thing three years ago. Even the magazines have long articles on the poster, while the newspapers discuss it in their news columns. Here are two verses on the subject, the first one from the Philadelphia *Evening Bulletin*, and the second from a magazine:

In Poster Land the girls are queer,
And marvelous their precious gear;
Their gowns are made of quirks and quirks,
A mass of writhing scrolls and swirls,
With here a line and there a smear.

Their features are not always clear,
One needs a nose, one lacks an ear;
But still we love the giddy girls
In Poster Land.

In their high-colored merry sphere
They lead a gay though brief career;
With purple feet and carmine curls,
And yellow scarfs in gauzy twirls,
A jolly lot the girls appear
In Poster Land.

DO POSTERS POST?—
Do posters post? although they sprawl
In loud profusion at each stall;
Gibson's pretentious black-and-whites,
Nankivell's freaks and Bradley's frights,
And Rhead's red maidens, lean and tall.

Although we know each artist's scrawl,
The book they note we can't recall,
And though their wild effect delights,
Do posters post?

Their lines and forms our eyes enthrall,
Their color schemes our tastes appall,
The keen collector glibly cites
Beardsley and all his satellites,
They're works of art, but after all,
Do posters post?

Now, if posters didn't post, and if they were not such a good thing, do you suppose the paper would devote so much space discussing them?

I can say to D. Z. K., and the others, that poster advertising is alright. It came with the art of printing, the first poster being issued by Capton in 1480. If long establishment has anything to do with worth, the poster has "come to stay."

DO THE REST.

On the surface it seems improbable, but there are thousands of business men, who when they publish an advertisement, expect to sit back and twirl their thumbs while the advertisement is making them a fortune.

Common sense should tell them that

the advertisement cannot possibly do it all—that it is only a forerunner to discover new fields which they, the advertisers, must cultivate, yet how few business men shake themselves together sufficiently to follow up each inquiry from their advertising in a determined never-give-it-up way.

Some few advertisers, who ask you, at so much an agate line, to send for their printed matter, never pay the least attention to your application. Most advertisers, bundle you up their selection of booklets and circulars, and send them along, but beyond that no effort whatever is made to secure business.

The sending of your catalogue should only constitute the first step. This printed matter should be followed up by at least three letters, (posted at intervals,) in case no reply resulted from the first batch of circulars.

A customer worth having is worth working for, and advertisers who will try this plan will be astonished at the remarkable "pulling" power these subsequent letters will have.

Some time ago I received a circular letter from a dealer in typewriter supplies offering to send me, gratis, on request, a sample box of their patent paper fasteners. I sent for a box, and in reply received another letter stating they had stopped giving away sample boxes some months ago, but they would be pleased to sell me a box for 25 cents.

Now, if this firm had discontinued the distribution of samples, why did they mail me that circular?

This kind of "sharp practice"; downright dishonesty, penny-wise-and-pound-foolish policy, and lack of persistency in following up every inquiry, are causes that compel an advertiser to ingloriously leave the field, money out of pocket.

THE COST OF BILLBOARD ADVERTISING.

A. E. Welles writes:—Will you kindly inform me through the March issue of BILLBOARD ADVERTISING how the rates are computed and what the standard rates are for outdoor painted bulletins; also how privileges are generally obtained for erecting boards?

ANSWER:—As the editor of BILLBOARD ADVERTISING is better informed on this subject than I am, I have referred this question to him.

NOVELTY ADVERTISING.

C. H. Young writes:—Your opinion on the enclosed ads would be appreciated. The booklet was distributed to school children as they entered school, and the card was distributed among merchants and those who advertise. I am a subscriber to BILLBOARD ADVERTISING. It is an excellent publication and offers many valuable suggestions to all who advertise or about to advertise. Poster advertising is commencing to take hold here and it is only a question of a short time when all the large advertisers will have adopted it.

ANSWER:—The booklet is good; it is always well to reach the "old folks" through the children. Your own circular is well worded and should "touch the spot" with every advertiser. You touch the right spot when you say, "the value

of a good novelty cannot be appreciated until one has seen busy business men stop their work for half an hour to examine it."

ADEQUATE SERVICE.

It has not been our practice to give our readers a New Year's Motto, but if it had been we cannot think of one more appropriate than the words which head this article.

Bill posting as a means of publicity never stood so high as it does to-day, and the only thing needed to enable it to maintain its present high position and increase its hold upon all large commercial advertisers is the assurance that they will secure "Adequate Service." It was with the advent of Rented Hoardings and security of exhibition that bill posting began to grow in favour with advertising firms. It will be by the same means that it will maintain its hold upon them. Gradually, but surely, the Fly-posting method is falling into complete desuetude. As posters get more elaborate and expensive there is less disposition to place them in the hands of any person who cannot guarantee that they shall be displayed for the period agreed upon and paid for. Many of our bill posting firms now take a pride and a pleasure in rendering to their customers a full and adequate service, but there are not lacking those who look back upon the old days when plenty of paper was supplied, and very few enquiries were made as to where it was placed. During the past year we have been glad to find at least one firm who declared a few years ago that "Bill posting was as rapid a way of sinking money as any they knew," taking it up and displaying on the hoardings the attractions of various publications they issue, thus practically demonstrating that they had completely altered their mind. To induce other firms to do the same and to increase the expenditure of those firms who already use the hoardings, it is only necessary that the bill posters should so act as to give them confidence; and, if they can be made to feel that for any money they may put into bill posting they will secure adequate service, there will be no falling off in the volume of work, but a continuous increase. True, that to secure this adequate service there must be an adequate price paid for the work. If that adequate price is not paid, the work cannot be efficiently performed, but the advertiser will not grudge the price if he only knows that he gets what he pays for. There are letters in our columns last month and this month as to middlemen. To our mind it matters not who are the middlemen or how numerous they are, if the bill poster treats all alike and shows to no one of them more favorable terms than to another. If the firm of middlemen are not of good repute the bill poster can insist on such methods of payment as will secure him from loss, but let him render to all equal terms, and adequate service, and not take a contract at any price he cannot conscientiously fulfill it for, and he then elevates his business, and does all his fellow tradesmen good. Every single contractor who, in even a small town gives satisfaction to an advertiser, does good not only to himself alone, but to the entire bill posting trade, because he increases that firm's satisfaction with the way in which the work has been done, and their determination to continue to use the hoardings. Every advertiser so satisfied with results is secured as a friend to the trade at large, and as the trade needs all the friends it can make, it is necessary that its interests should be bound up irrevocably with the interests of the commercial community, and to secure this end, as many as possible of the commercial community should be made participators in the advantages which will accrue from the publication of their advertisement on the hoardings. Let the confidence of all sections of the community be increased by the conscientious performance on the part of the bill poster of obligations entrusted to him. This is the great need of the trade this year, and if it is met, 1896 will see the volume of business even greater than that of 1895 has been.—*The Bill Poster, London, Eng.*

Papers reach the classes,
Posters reach the masses.

This couplet should find a place upon the letter head of every bill poster in the land.

ADVERTISING BY POSTERS.

Written especially for BILLBOARD ADVERTISING
by CHARLES AUSTIN BATES.

Excepting only the town crier, posters are the oldest form of advertising. Development in this line has not been as rapid as it has been in the newspaper line, but in the last two or three years poster advertising has taken such rapid strides in advance that now almost any scheme of advertising is considered incomplete without its quota of attractive posters.

The impetus has come from Paris. The idea of real art in posters came from Paris.

In saying these things, I have in mind the poster as it is used for advertising commercial enterprises and publications. In the line of show bills high art has been apparent for a number of years.

I doubt if any recent poster advertising has equalled, or even approached, the work of Matt Morgan, whose beautiful productions must be well remembered by every one who has seen them.

In the modern acceptation, the word "poster" to the average mind means a one-sheet bill—and even more frequently a much smaller sheet.

The French have taught us the use of flat colors and the massing of design and color.

If a half-sheet poster contains one strong figure, as large as the space will allow, and a full sheet poster contains half a dozen figures, the half-sheet poster will be the stronger. It will be more effective and less expensive.

Simplicity and strength must be the aim of the poster artist. The less he goes into detail, the better. It is not the mission of the poster to convince. It may only suggest. It must be strong enough to command attention, and artistic enough to command admiration.

The poster used in advertising Scribner's Magazine for February is one of the best I have seen. It is strong, simple and effective. It contains five words and one figure. It is well conceived and admirably executed.

The five words are, "Barrie's Sentimental Tommy in Scribner's." The one figure is a strong, lifelike picture of Barrie, which shows him intently reading a paper which he holds in his hand. The poster says to the casual observer, that "Sentimental Tommy" is a story of absorbing interest. The figure expresses this.

The colors used are black and pale green—a noticeable combination.

On the whole, I believe that the American poster is more truly artistic than the French. We have improved on their ideas.

Nine times in ten the French poster owes much of its attractiveness to the use of the female figure in varying degrees of nudity. They are striking always—generally beautiful—sometimes disgusting in their suggestiveness.

And yet, the idea itself is right. There is nothing so attractive to man as a woman; and there is nothing much more attractive to a woman than another woman.

The female form is the most beautiful thing in nature or in art. Used properly it can only exert a beneficial influence on observers of all ages. There is every reason why it should be used in advertising—

and particularly in posters, if it is used in a proper way.

When Anthony Comstock is taken to the realms where we may believe there are no posters, there will be some chance of development in art in America, and every bill board will become an educational institution.

One of the most beautiful posters that has been seen in this country was recently suppressed by Comstock, because it contained the nude figure of a woman.

Of course, artistic posters can be made without the use of female figures. The Scribner poster which I have been talking about is one in point.

One of the peculiar things about poster advertising in the United States—particularly in New York City—is that its largest

ought to prove to the advertiser that poster advertising is a good thing, it is the fact that newspapers use it in preference to newspaper space. Now, I am a believer in newspaper advertising, and in poster advertising. As a matter of fact, I suppose I believe more in newspaper space than in poster advertising. Poster advertising is like the little girl who had a little curl—"When it is good, it is very, very good; and when it is bad, it is horrid."

I believe that local advertisers do not use enough posters; and when they do use posters, they don't use posters that are good enough. There is a great lot of business that the local bill poster can develop, if he wants to. He can undoubtedly have the co-operation of lithograph-

exclusive use, but the same design may be very well sold to a dozen different people in the same line in a dozen different towns, and so give each one of them practically an original design at one-twelfth its apparent cost.

As for the designs themselves, I can see no excuse for the grotesque effects that are now so popular among a certain group of artists. I can find in my heart no admiration for Aubrey Beardsley's style of art; and there are a great many French productions which I fail to appreciate.

There are useful ideas in both styles of work—ideas that can be applied to posters representing a much higher order of art, and which in their application would lose none of their strength and effectiveness.

"Big G"—If you don't know what it is, you don't need it." Why should Aunt Jemima's Pancakes object to Big G? It has been putting money into the bill posters' hands for many years before Aunt Jemima thought of doing anything of the kind. And Aunt Jemima is just as likely to rub up against it in the newspapers as on the billboards. And when you come right down to the question as to which is the most necessary of the two articles, the man who wants Big G wants it mighty bad, and he wants it right away—at least, so I have been told by a man who had a friend who once wanted Big G. He says that all the Aunt Jemimas in seven states wouldn't have answered his purpose half as well. HOLY SMOKE.

The sooner certain bill posters learn that the object of an Association is not to antagonize advertisers and drive them into other mediums, the sooner will their billboards find the favor in the public's estimation to which they are entitled.

JNO. E. WILLIAMS.

The subject of this month's frontispiece is Mr. Jno. E. Williams, representative of the R. J. Gunning Co.

Mr. Williams was in Cincinnati recently, showing the boys that Gunning, the "Sandow of the Sign Painting Arena," had no mean representative as a hand-shaker in the redoubtable John E. It was a positive revelation to see and experience the vice-like hand-grasp, and the emotional warmth of good-fellowship that belongs to the Chicago politician who is strong with "the boys." The fetching power of that "grip" in certain little municipal affairs in Chicago must have got abroad somehow, for it evidently reached the attention of the Protective League of American Showmen, at whose meeting Mr. Williams was found on his feet, pointing out the niceties of legislative proceeding, and apparently getting the boys all very warm with appreciation of their urgent need of his participation of their official functions.

Without saying that everyone spoke at once, his election as Chairman of the Board of Directors was certainly quite spontaneous, and now the broad shoulders of this sturdy manipulator of matters of state in regard to advertising locations in the great city of Chicago will henceforth be burdened with a very increased responsibility, for when they visit Chicago, the boys of the Protective League of American Showmen are bound to look to him as their fatherly protector in all such matters.

Mr. Williams was engaged in the services of The R. J. Gunning Co. as a solicitor of spaces in 1889, and although he has since that time been an officer in the city's services, he now devotes himself entirely to the interests of that big paint concern as Director-General of Locations, both walls and bulletins, in their immense Chicago plant.



C. S. HOUGHTALING (HOTE).

users are newspapers and periodicals, which are themselves purveyors of advertising space.

The newspaper advertising solicitor says to his prospective customer that the newspaper is the one great and only advertising medium; and that the people who use posters are suffering with paresis. At the same time, all the elevated stations are plastered with posters advertising his own publication. It is a beautiful object lesson—for those who like object lessons.

One who wrote a certain standard publication that appeared long before posters were heard of, said consistency was a jewel, and made some further remarks on the subject which ought to make edifying reading for these newspaper publishers.

If there is anything in the world that

ing and printing houses, and can secure sketches to submit to local advertisers. This, of course, is done to some extent but not sufficiently.

If local advertisers generally knew how much of a show they could make with a small amount of money spent in posters, they would use a great many more of them.

They could be used to great advantage by the dry goods houses at the time of special sales, and by other lines of business at different times of the year.

One or two of the New York department stores have used twelve sheet stands for this purpose. It is not so good for them as it would be for stores in smaller cities.

Of course, small local dealers can't afford to pay for original designs for their

THE GROCER.

Profitable Advertising is a problem which is still unsolved by retail grocers. They have tried many mediums, and much money has been wasted in spasmodic attempts at advertising. We say "attempts," because spasmodic advertising is not advertising in any true sense; it is simply an attempt.

The grocer who would reap any permanent benefit from his expenditures in the advertising line, must carefully consider many things. Of course, we know without being told, that he wants to sell groceries to anyone who can be induced to buy. The location of the store to a great extent, determines the most likely patrons and the class of goods they will buy. If the location is in the heart of the city on a thoroughfare, the very best of trade can be sought, and money can be used lavishly in obtaining this trade. On the other hand, the grocer in a residence section, depending largely on those who are near for support, must confine his advertising to mediums which are available in his neighborhood.

The down-town grocer may select his leaders and bill an entire city, using the boards in every section with profit. He can take a large space in the newspapers, and derive benefit. In fact everything that reaches the entire population, and billboards come nearer doing it than any other medium, is advantageous for him to use. The same method may be followed on the boards as in the newspapers. An appropriation for a certain space on a selected list of boards, with the advertisement thereon changed weekly or fortnightly, will do more in one year to establish the name and fame of the grocer using it, than four times the same expenditure in any other channel.

For the neighborhood grocer the same general plan holds good. He would not find it profitable to use newspapers because he is paying for a circulation, only a small portion of which goes among his supporting patronage. He can use billboards with economy, because, just as soon as he gets to what seems to be the limit of his territory, there he may stop. House to house distribution is a wonderfully effective way of bringing to the particular notice of the families any specialties which may be offered from time to time.

DON'T.

It has been customary with many advertisers to insist on having the door bells rung, and many distributors have had the weakness to do distributing in this way. Such a method persistently pursued will do more to destroy the industry of distributing than any other means which could be employed, except absolutely throwing the bills away.

The object of distributing as well as all other advertising, is to win friends for the article advertised, and to bring the housewife or the servant to answer a door bell call, only to receive a circular at an inconvenient moment, only antagonizes them. In most instances where the door bell is rung the distributor does not even accord the householder the respect of awaiting the response to the ring, but after disturbing the house with his inopportune ring at the bell, hastily

wraps the circular around the knob, destroying whatever attractive appearance the circular may have had, and hies himself on his way.

These criticisms, of course, are not meant to apply when the article distributed is a sample or anything having an intrinsic value, although, even in that case its wisdom is doubtful, a far more effective way is to take it to the back door or the one used by the grocer's clerk in the delivering the family supplies. This puts the article into the hand of the servant, or if no servant is employed, into the hand of the housewife without causing an unnecessary trip to the front door to answer the bell call.

Properly performed distributing has no equal as a means of thoroughly covering a given territory, but advertisers have lost faith in its efficacy, because of the methods employed. The results of much of this kind of advertising have been evil.

It is only by careful systematic work that the distributor can hope to get employment in any way remunerative. He must study carefully the territory he covers and he must intelligently apply his knowledge. When this is done the results will be apparent to the advertiser, and profitable employment is certain.

SUCCESS.

To be a successful bill poster, as well as a successful anything else, a man must be thoroughly abreast of the times. If he is just a trifle in advance, his success is the more apparent.

Of course, the first essential is good boards in good locations; without these there is no excuse, not to say reason, for poster advertising.

There are many bill posters who have the good locations, but the boards on them are dilapidated affairs, on which it is worse than useless to expect the advertiser to post paper and derive any benefit from it. Then, on the other hand, there are others, with good, substantial boards in locations literally "out of sight." The money they cost was wasted, because the advertiser, after using them once, comes to the conclusion that his inspector is the only man who saw the paper after it was posted, for the reason that he receives no returns, and no results are traceable.

Billboards must be constructed in locations where the public will see them. Results then will be apparent to the advertiser.

Renewals are the test of merit. A man, who, at the expiration of a contract with newspaper, bill poster, or any other advertising medium, is able to see, trace appreciable benefits, is sure to renew, and the measure of success is accurately gauged by the number of renewals.

The bill poster must look to the local advertiser for patronage and support. To be sure, there are national advertisers, whose work in the aggregate, runs into large amounts annually, but the proportion of this business which goes to the individual bill poster, is not large enough to be his main dependence. The local field is fallow. The merchants are tired of the exorbitant prices rates charged by the newspapers. They are disgusted with the petty extortions in vogue, such as charging extra for cuts or for display

type. They are ready to be convinced that poster advertising is what they want; and it remains with the bill poster to convince them.

They have had it drilled into their minds, that every method of advertising, aside from newspapers, was disreputable and unworthy. They do not come, en masse, and say, "Good Mr. Bill Poster, please post our paper," but they must be sought, early and often.

In soliciting, it is often the case that a sketch of a bill, applicable to his business, will do more to convince a doubting man than all the argument in the world. Effort should be made to obtain a contract for a display extensive enough and long enough continued to make the advertiser want more.

Poster advertising is just like anything else in the advertising line. Spasmodic efforts are not to best interests of either advertiser or bill poster. It is keeping at it which brings the elusive and hard-to-find success within one's grasp. Keeping at poster advertising will bring success to those who use it, and keeping at those who don't use it will bring success to the bill poster.

The Wallace Show in Frisco.

When W. E. Fuller, the general agent of The Great Wallace Shows, arrived in San Francisco for the purpose of contracting for the billboards, he found that Mrs. Dunphy and Mr. S. I. Stone, composing the Pacific Coast Bill Posting Co., had granted a shut-out contract to The Syndicate Shows. Argument was futile. Mr. Stone refused utterly to bill The Wallace Show at any price.

The only thing Mr. Fuller could do under the circumstances, was to start out and secure his own locations, which he did with commendable promptness.

The first board he obtained was a protection fence, right opposite the Baldwin Hotel. It measured three hundred feet long and was six sheets high. The following day he also secured two hundred feet at the corner of Market and Fifth streets. The rest came easy, and within five days he had far more space than he could utilize.

He had fully determined to pay the bill posting license and turn it over to some bright, enterprising young men, who were anxious to start a rival bill posting plant, but upon consulting the authorities, he found that if he posted his paper only, the license therefor would be nominal, hence he decided to follow this course.

We have had occasion before to mention the folly of shut-out contracts, but this instance illustrates it so forcibly that we quote it in order to again impress upon bill posters, the lack of wisdom evinced in such a course. The Pacific Coast Bill Posting Co. just barely escaped all the trouble and financial loss which follows in the wake of a fight with an opposition firm, besides losing the revenues which they could have derived from billing The Wallace Show.

The first duty of a bill posting firm is to sell space to advertisers, and in order to do so, they should always keep themselves in such a position as to be able to do it. If all the boards are covered, good and well, he who comes after will have to build new ones, but let them be covered under the local bill posting company's license and authority.

SIGN WRITING.

The sign writer who is after business, improves every chance whereby he can increase his business. The present is a time when new methods can be studied out and developed. Trade is dull and the sign writing business is slack. The sign writer who will cudgel his brains, and think out and show to his trade, some new designs, both pictorial and plain lettering, is sowing seed in good ground.

The increasing tendency to artistic window display among retail merchants offers an inviting field for the sign writers who will rise to the occasion. Dainty designs of catchy outline and artistic execution, describing the articles shown, have a ready sale. There is no class of retailers who cannot make use of them. The printing press is not available because one or two cards of any one design is all that's needed—indeed, the variety is as much to be desired as any other qualification.

The sign writer who will put in his spare time bringing out some new work in his line and putting it in the market, is sure of results; perhaps not immediately, but the battle is half won when he tickles the merchant's fancy with something nice. The sample will be put aside for reference and future use.

A good scheme is to take one line of business, for instance, the jewelry business, and make one or two samples (all different) for every jeweler in town. Take a walk and observe the windows of the jewelers, then, with an eye to the needs of each, make a sign suited to their requirements, and present them with it. By so doing the jewelers have a practical illustration of the work offered them. They will become customers if it meritorious. The whole category of retailers can be gone through with in this manner, and we are not at all shy in saying that those sign writers who do it will experience most gratifying results.

SAN FRANCISCO MORALS.

California Prudes Protest.

The Supervisors have at length decided to prohibit the posting of indecent pictures and the painting of vulgar signs on the dead walls. The highly moral city fathers have had their sense of delicacy shocked by the appearance of a tobacco advertisement, consisting of the representation of a bovine of the masculine gender. They say that many people have complained to them of the indecency of this advertisement. These complaints may be accepted as evidence of the culture that prevails. The picture of the bull is surely not a work of art, for it is almost grotesque enough to make a cow laugh or impel her male consort to kick it down in a burst of righteous indignation. The indecency of the picture may be apparent to all cultured people of the metropolis, but we doubt whether it would be offensive to dwellers in pastoral regions. They are familiar with the bull and his social qualities and they know that his picture never could be half as shocking as himself on his native heath.—*California World*.

Probably the Supervisors have never taken a walk through Morton and Dupont streets and seen the cows trading there and openly soliciting business in their peculiar line. San Francisco indeed must be easily shocked. Even the denizens of Pacific street would blush at the picture of a bull.

W. E. Johns & Co., of Cleveland, O., are putting out a fine line of commercial posters.

\$100,000.00 LOST.

LARGE CONTRACTS CANCELLED.

Advertisers Refuse to be Sand-Bagged.

A BATCH OF IMPORTANT LETTERS.

CINCINNATI, Feb. 24, 1896.

MESSESS. J. L. PRESCOTT & CO.

11 Jay Street, N. Y.

Gentlemen—We herewith beg to submit, for your comment, proof slips of correspondence between M. Breslauer, of Minneapolis, and The O. J. Gude Co., of New York, relative to your rescinding of an appropriation of \$100,000 for billboard advertising.

As this contract is probably the largest flat appropriation ever made for bill posting, would be pleased to give publicity to any comments you might desire to make on the matter.

Very truly yours,

J. L. PRESCOTT & CO.

Editor BILLBOARD ADVERTISING,

127 E. Eighth St., Cincinnati.

Dear Sir—We thank you for submitting proof of correspondence between The O. J. Gude Co. and the Breslauer Bill Posting Co., of Minneapolis.

We have no comments to make and nothing to say that is not covered in the communication from The O. J. Gude Co.

We regret the peculiar attitude that the Association has taken at different times, more for the sake of the well-intentioned members than ourselves. Life is too short for controversy, and mediums of publicity too plentiful for us to endeavor to force business on people who have not sufficient business sagacity to be contented when they receive what they ask.

Mr. Gude assures us, however, that the clouds are breaking, and that bill posters throughout the country are taking business without hindrance. We are glad of this. Shall watch the experience of other advertisers with interest, and if the troubled waters are stilled, may make another trial of bill posting in '97. If we post at all, we shall post largely, and want to be assured of a clear track.

Very truly yours,

J. L. PRESCOTT & CO.
P. M. BERRY, Mgr.

Minneapolis, Minn., Feb. 14th, 1896.

J. L. PRESCOTT & CO.,

New York.

Gentlemen—Kindly inform your agent here that we do card and tin sign tacking. We protect your signs and all that we put out. Our price for signs in Minneapolis, St. Paul and Duluth would be —

Respectfully yours,

M. BRESLAUER.

New York, Feb. 17th, 1896.

M. BRESLAUER & CO.,

Minneapolis, Minn.

Dear Sirs—We are pleased to receive your favor of the 14th inst. and to acknowledge it. All of our outside advertising is placed with The O. J. Gude Co., of this city, we expecting them to work out the detail in a manner which in their judgement they think best. However, the matter is with Mr. Gude, to whom we will refer your letter. Thanking you for your interest, we are,

Very truly yours,

J. L. PRESCOTT & CO.

New York, Feb. 18, 1896.

BRESLAUER BILL POSTING CO.,

Minneapolis, Minn.

Gentlemen—Your favor of Feb. 14th, sent to Messrs. J. L. Prescott & Co., of New York, in which you request tin sign tacking and state that you will place and protect their tin signs in the cities of Minneapolis, St. Paul and Duluth for — per M, has been referred to us.

We do not know the exact situation in St. Paul at the present time, as to the number of signs that are now placed, but as we will do a great deal of work of that nature at regular intervals, will be pleased to have you place 1,000 of these signs as an experiment.

We believe there is a shipment of 350 in Duluth now, bill of lading of which we will send you in

a few days, and we will instruct our inspector, who is in Minneapolis now, to turn over to you whatever tin signs he has on hand, and we will have enough shipped from Chicago to make the output at least 1,000.

After same are placed, kindly report to us whether you consider the towns thoroughly covered with other work that has been done.

You are probably as well aware as anyone in the Bill Posters' Association, that the "Enameline" people were most unjustly treated last year. Theirs is a short season for boom work, and they are very aggressive advertisers. If they want to do any line of advertising, they want to do it for all it is worth. We started them on bill posting last year with an experimental appropriation of \$20,000. Prepared some very handsome 24-sheet stands, gave them a splendid showing in New York, which put about \$5,000 into the pockets of the bill posters in the metropolitan district, and a few thousand dollars went to Chicago; same to St. Louis.

We struck the first snag in Milwaukee, (Minneapolis and St. Paul were the next towns on list), where our friend Fitzgerald refused to post the paper at Association rates because we were paying some of the smaller towns in the State of Wisconsin the price they asked instead of forcing them to take more than they wanted.

But why go into detail on which you are as well posted as ourselves? Suffice it to say that the bill posters, through a mistaken sense of loyalty to the Association, refused "Enameline" paper at a time last year that was critical to us. "Enameline" people take no bluffs. Their instructions to us were, "Advertise the town; never mind the bill poster, we can't wait for him. Paint, use street cars, lease special locations on grocery stores, build bulletins on railroads, use the newspapers,—whatever is best under existing circumstances, but advertise the town and never spend a dollar again with any bill poster who has wantonly and unjustly obstructed our business."

Of course this was an assertion made while the gentlemen were warm and indignant over their unjust treatment. We had advocated to them the merits of bill posting and induced them to make a very decent appropriation, and the very people that were to get the greatest benefit out of it were discouraging the output. What was the result? Within thirty days of the fight every bill poster who had refused the paper had written to our office, stating it was a mistake, and begging us to send it to them. But it was too late; we did not need it then, and other arrangements had been made.

At the beginning of this season, when discussing the appropriation for '96, bill posting was again brought up, and Messrs. Prescott & Co.'s prejudice, (which was not against the method, but against the treatment their paper received from the bill posters), was practically overcome by our showing to them the resolutions of apology passed by your Association at Detroit, by our statement to them that the bill posters recognized their error, had manfully acknowledged it, placed themselves openly on record as having been mistaken, and pledged themselves to give the paper of all our customers the best possible showing that they could, and had elected us, without solicitation, members of their organization.

On this assertion, Messrs. J. L. Prescott & Co. authorized us to contract for \$100,000 worth of bill posting, the biggest flat appropriation ever placed in the history of bill posting business. Our instructions were, "Cover every town from Maine to California where we are doing business, with as effective a showing as possible for the greatest length of time that \$100,000 will procure. Lay your plans on that basis, and after same are completed, if you find more money is needed, do not hesitate to ask for it, but contract for no more than that amount without further instructions."

Our books show this contract placed on Nov. 18th. Two days later the New York State Association held its convention in New York City. You know the result of that convention. You know that we were officially invited by their secretary to join the Association, only to have our application thrown out in an insulting manner, and again the Association made the atrocious blunder of delivering themselves up, body and soul, into the grasp of one man, to whom all members again made obeisance, and your State Association put itself on record as stating that no work would be taken from any firm except through this individual, and that the work of The O. J. Gude Co. was to be rejected.

That did not bother us much. Members of the State kept writing, "Send us your business, we

don't mind the Association." But it bothered J. L. Prescott & Co. when it came to their ears. Their Mr. Berry said, "What does this mean? Snags again? Are bill posters going to refuse our work? Have we got to go through the same fight with the Association again?"

We assured them that we thought not, and believed that the rank and file would be glad to get the work. It might take a little time and delay the work in some towns; we might have to take the paper of all of our customers out of given towns until the bill posters got sense, but eventually it would be all right.

Messrs. Prescott & Co. did not like it. We held them in line, however, on our assurance that a special meeting would be called in Cincinnati in the early part of January, for the purpose of disciplining the New York State Association for their revolutionary tactics, and that after that, all would be plain sailing again.

You know what Cincinnati did. You know how somebody led you all by the nose, and how your Executive Committee made another blunder. Result:—Prescott & Co.'s hundred thousand dollars, and a great many other people's dollars going in other directions.

We would not assume the responsibility of telling them that we could guarantee to give them a showing whenever they desired it and where they desired it. We knew we could give them or any other customer a showing anywhere in a very short time, but did not feel ourselves in the position to make a positive contract.

We do not blame the members. Not a day passes without our receiving many letters from bill posters, condemning the men who have led them into the wilderness of distress and lost business, and assuring us of their faith and loyalty; and we have great confidence that these same leaders will see their error in time, that many see it now, (with the exception of one, in whom Ego is developed to that extent that we doubt if he could be induced to look at anything except his own photograph), some are seeing it every day, and we—are standing in the middle trying to make peace with the trade for their follies.

"Enameline" has consented to give bill posters a trial on tin sign tacking. Do the work right. Send us a proper list of locations. Faithful performance of this minor work may win back the confidence of these people. They may be brought in line again. They have plenty of money to spend and are willing to spend it your way, but you must win their confidence by honest service. You'll never get their business by sand-bagging methods.

This continual controversy is a great nuisance. It would have driven us out of the use of bill posting long ago if we did not have such an abiding faith in its efficacy when properly placed. It is making us spend immense sums in ways other than bill posting. It discourages us from initiating any new people into the business. We keep holding on to the people who know its value, despite the peculiar vagaries of the associated bill poster. There is not a month that we do not sign checks for many thousands of dollars that go direct to bill posters. They could be many times greater if the bill posters knew that common sense among the leaders meant dollars and cents to the fraternity at large.

We have written you at this length because we felt the topic of sufficient importance to give this letter general publicity.

Very truly yours,

THE O. J. GUDE CO.

(Dictated by O. J. G.)

Scranton, Pa., Feb. 6, 1896.

THE O. J. GUDE CO.,

New York.

Gentlemen—In these days of strife and turmoil among the bill posters and solicitors, every word of cheer means something to the man who is down. Now, while we do not think that you are being worsted in the affair, we do not think that you have been accorded fair treatment by the "leaders" (?) of the Association, and would like to enter our personal protest in your favor, but our word would be like the bark of the yellow dog, who used to think barking would stop the moon from coming out. However, we want to thank your firm for the support you have given us in the way of work and we wish to say that while we want to be loyal to the Association, and intend to be, we are still ready, at any and every time, to give your paper an A1 showing on our boards. Let the good work go on. With best wishes for future success, we are,

Respectfully,

REUSE & LONG.

HARRY MUNSON

JOINS THE "INTER-STATE."

The Following Letter Explains Itself. An Interesting Communication from Harry Munson to Clarence E. Runey.

New York, Feb. 24, 1896.

MR. CLARENCE E. RONEY,

Waukegan, Ill.

My Dear Sir—I beg to acknowledge the receipt of your communication requesting me to represent your association in this city, also several communications from different members of the association.

In reply to the same, I am gratified to have the same extended, and after thoroughly investigating your principles, I believe the association will be a benefit to both the advertiser and its members.

I enclose herewith a check for dues, with an application for membership in your association, provided it is accepted on the following conditions.

First: I notice the listed price adopted for cities with a population of over 150,000, is 12 cents a sheet per month, listed and renewed. Under an agreement with Messrs. A. Van Beuren & Co., Reagan & Clark and myself the listed price for New York City is 4 cents per sheet per week, for one week's posting, and 3½ cents per sheet per week, for two weeks' display or longer.

This has reference to protected and listed billing and renewals when necessary, without extra cost; single sheet posting, as chance may offer, not listed and no time guaranteed, \$30.00 per thousand; sniping, \$4.00 per thousand.

As New York City has a population of nearly 2,000,000, if it meets with your view, a special rate could be established, and if such is the case, I would be pleased to become a member of The Inter-State Bill Posters' Protective Association.

Second: I do not know whether you have any rule or by-laws prohibiting your members from accepting work from any one.

I am doing work for Edward A. Stahlbrodt. As he always paid the price asked, I could not refuse to take his business; nor, at the same, would I refuse to accept any firm's business who is responsible and pays me my price.

I believe your association is conducted on a broad basis and good business principles, so no doubt in this regard it will also meet with your approval.

I wish also to add in reference to rule 8, regarding "the advertiser having the right to place his posting with any bill posting firm giving the best satisfaction, provided he does not cut the prices." This I believe is right, as it is equally just to both the advertiser and bill poster, and it gives the advertiser the opportunity to place his posting elsewhere, if not satisfied with the association members' work, and it does not compel the association member to refuse a good customer's business, who has always done good honest work and given satisfaction, for the reason that some member has not given satisfaction.

It is not an American idea or principle, and such cases discourage the advertiser. All such cases are detrimental to our interests.

There is no doubt in my mind that an advertiser using our medium of out door advertising for publicity, will reach the public in a quicker, better, and in a more thorough manner, for less money, than in any other way, and I still further believe that the commercial part of our business, although increased largely in the past, will still continue to increase beyond conception in the future, provided, the united efforts on the part of the bill posters, to work for the mutual interest of both the advertisers and themselves.

In making application for membership in your association, I use as reference The O. J. Gude Co., of this city, for whom I am doing considerable business, in fact, I am receiving more business from this firm than from any one party, and use their name as reference, with their kind permission.

Wishing you and your association success and with kind regards, I beg to remain,

Yours truly,

H. MUNSON

NOTE.—Particular attention is called to the fact that Mr. Stahlbrodt, the representative of the Associated Bill Posters' Association, gives work to non-association members. Is that the reason the "Associated" pays his rent?—EDITOR.

Billboard Advertising

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

BY
BILLBOARD ADVERTISING CO.,

JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

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

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bredano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies. Remittance should be made by cheque, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited manuscript.

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

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

MARCH 1, 1896.

THERE are cheering signs that the rank and file of the bill posters of America are waking up to a realization of the possibilities of their franchises. Here, there and everywhere, evidences of new interest are encountered. On every hand, improvement is the order of the day. New and better boards are being erected on new and better locations; new and better business methods are bringing about new and better service, and, most important of all, new and better men are coming to the front with new and better ideas, who are blazing the paths along which the members of the craft in the future will walk in ease and prosperity. Narrowness and prejudice are slowly but surely giving way to liberality and enterprise. The reign of the poster has commenced, for the bill posters have finally realized that they, and they alone, could enthrone it.

* * *

NOWHERE is the revival, the great change, more noticeable than in the wonderful progress and marvelous growth of the Inter-State Bill Posters' Protective Association. Though scarcely six months old, this splendid organization already numbers over one hundred and fifty members, and every day sees the addition of several more. The motto of this trade league is "guaranteed service at equitable rates," a sentiment, by the way, which will find a responsive echo in the breast of every intelligent bill poster and advertiser on the continent. It is an association that is not dominated by any one man, nor any clique of men; neither is it organized for the purpose of antagonizing advertisers nor fostering petty squabbles. Furthermore, it is not a so-called "close" association, but, on the contrary, welcomes all bill posters of established reputation and recognized standing no matter where they may be located.

ASSOCIATED effort, when properly conducted, is one of the greatest boons that a trade or a particular craft can possibly enjoy. The friendly intercourse which always ensues, leads to mutual interchange of ideas and this in turn inevitably redounds to the individual advantage of the members concerned.

This is the principle on which the Inter-State Bill Posters' Protective Association is organized. It seeks the greatest good of the greatest number. It is not, and never will be, operated in the interest of a few leading members, because, in the first place, it considers opposition a local issue, and, secondly, no special legislation or executive sessions are tolerated. It has nothing to hide, nothing to conceal, nothing to suppress, in fine, nothing of which it is ashamed. That is why it is growing, that is why it is prosperous, that is why it is bound to prevail.

* * *

THE Associated Bill Posters' Association could have been all of this, in fact, would have been, had the majority of members had their way. But, unfortunately, it is ruled by a bluffing, bellowing, belicose minority, who have shaped its course and dominated its every action. As a result, it is in a bad way. Dissatisfaction is rampant. Many members of its various subordinate associations are leaving it and going over to the Inter-State, and others are loudly clamoring for a radical change in the administration of its affairs.

There is every indication that there will be a split in the organization, for many of those who have its best interests at heart have despaired of ever freeing it in any other manner from the bossism that is now throttling it. Still another faction is counseling unity, but quietly laying their plans to overthrow the gang at Cleveland next summer. They have selected some splendid men for officers, and it is likely that the movement will acquire force and strength enough to make it successful. Geo. M. Leonard for president, Geo. Rife for vice-president, H. H. Tyner for secretary, and Jas. Curran for treasurer, are the candidates determined on, and as, if elected, they would constitute a majority of the board of directors, it goes without saying that the Association would be ably handled.

* * *

ONE of the most effective arguments used by the gang now in control, with the bill posters of the country against Gude, Hote, Gunning and Hoke, is that they paint signs, the inference being that they would rather sell sign space to advertisers than posters. This is mere twaddle, pure senseless drivel. All of these gentlemen are in the business to sell an advertiser what he wants. If conditions are such that they can make more

money out of one particular method it is only natural that they will devote most of their attention to that particular method, but any advertiser desiring to post can be ably and intelligently accommodated at their hands. Bill posters should bear in mind that every time they sell a sign to an advertiser they make a convert of him to out-door advertising. If he should ever embark in it extensively he must then use the bill boards if he wants to buy it cheaply. Let it be borne in mind, therefore, that mural signs and the bill boards go hand in hand. One is the natural complement of the other.

* * *

ADVERTISERS are referred to our list of Fairs for 1896, which is growing fast from month to month. There promises to be more than usual despite the fact that this is a presidential year. There are few lines of goods which will not benefit from the advertising accruing from a well-displayed exhibit. Bear in mind, too, that our lists of conventions, conclaves, reunions, etc., are valuable pointers. Bill board space in the towns in which they take place is enhanced many times its ordinary value during the time they last, by reason of the great increase of floating population. Watch our lists and bill accordingly.

THE FINANCES

Of The Associated Bill Posters' Association.

The reckless course pursued by the gang now in control of the affairs of the Associated Bill Posters' Association is nowhere more plainly discernible than in the financial condition of that sterling body.

The secretary writes us in regard to the revenue which will accrue to the organization under the scale of dues adopted at Detroit, and states that it will amount to \$1,115.00. The legitimate ordinary expenses of maintaining the Association last year \$886.00. This year they will be more, but granting merely for the sake of argument, that they will not exceed last year's total, we have the following list of expenditures to be met at the next annual convention, viz:

Ordinary Expenses.....	\$ 886.00
Drawing a Bond.....	150.00
Secretary's Stenographer.....	250.00
Due BILLBOARD ADVERTISING.....	300.00
Donation to Stahlbrodt.....	450.00
Publishing The Bill Poster 6 months	
at deficit of \$300.00 per month.....	1,800.00
Total.....	\$3,836.00

There is little that needs to be said. The problem before the members is how to meet obligations aggregating nearly \$4,000.00 with \$1,115.00. The only possible course is either to make an assessment of \$2,700.00, or to increase the dues four fold. Either course will solve the problem, but how many members are going to "go down in their pockets and put up" in order that the personal interests of the few may be furthered, is a question which will be emphatically answered at Cleveland next July.

"THE BILL POSTER."

This handsome and vigorous young candidate for honors in the field of journalism appeared for the first time, February 22d. It is bright and newsy, and the cover and letterpress are fairly superb. Several surprises are encountered in a cursory perusal of its interesting pages, not the least of which is the advertisements of non-Association members, especially that of the Chicago Bill Posting Co., of which Mr. P. F. Schaefer, President of the Inter-State Association, is manager. In view of the fact that it was launched in the sole interest of the Associated Bill Posters' Association, it strikes the casual observer as strange that the initial number should be given over largely to the interests of the American Bill Posting & Advertising Co. and sundry circuses. In point of advertising patronage it has fared sumptuously, and as a consequence, the first number is produced at a comparatively small loss to the Association. (probably not much more than three hundred dollars). We are assured, however, that each succeeding issue will be more and more elaborate, consequently the monthly deficits have every opportunity to grow. That catchy motto is liable to undergo an alteration in the minds of many members before the publication is much older. Will it be: "You stick to me and I'll stick you"?

IN KANSAS.

The Donaldson Lithographing Co., of Cincinnati, recently put on the market a nine-sheet Bock Beer Bill, and sent, among others, some samples to the bill posters. Some of the replies are very characteristic. The following was received during February, and certainly expresses the writer's feelings:

"Yours of Jan. 20th, received, and in reply, will say, that you people are certainly not read up on Kansas laws, etc., or you would not insist on me forcing on the dear people your bock beer poster, for we live in an age wherein the privileges of the ordinary, good German citizen is morally deprived of his said lager beer unless he goes down some dark alley, or in a secluded attic, or else swears to a d—d lie before he can get it.

"Hoping my explanation is satisfactory and that we may live to see the day wherein a man can use his own pleasure without making a felon or perjurer of himself to get his beer, I remain, gentlemen, yours to command, "—"

February Paper and Press contains a very interesting history of type-making, from 300 A. D. onward. The article is illustrated by plates, showing the progress of this art, and the different machines in use at the different epochs.

The write-up of the Baltimore and the Norfolk and Portsmouth Typothete is the feature article of the number. It is illustrated with elaborate half-tone plates, giving portraits of the leaders of the trade in Baltimore, Norfolk and Portsmouth.

The technical articles on Process Work, Half-Tone Blocks, Book Binding and Blank Book Making all command a careful study.

THE GOOD OF THE BILLBOARD

Written for BILLBOARD ADVERTISING,
By NATI'L C. FOWLER, Jr.
Doctor of Publicity.

Billboard advertising pays. I know it pays, because I know it pays. Billboard advertising is universal. Most of the people who can use billboards use billboards.

Generalities, not exceptions, prove the rule of profit.

That nearly all great business houses, and many small ones, have used or do use posters, either proves that billboard advertising is profitable, or that ninety per cent of the advertisers are fools.

People do not do the same thing over and over again, and recommend the doing of that thing to others, if there isn't something in that thing.

The success of billboard advertising, like the success of every other class of advertising depends upon the proper development and handling of the advertising.

Everybody believes in the magazine advertisement.

Half the magazine advertisements don't pay, or else don't pay as well as they should pay.

The reason they don't pay is because they are not made to pay.

In these days nothing pays unless it is made to pay.

Half the billboard advertising doesn't pay as well as it should pay.

It must be made to pay.

The business man who does his own bill sticking, or hires his own men to do it, unless those men have been professional bill posters, is as big a fool as the man who takes one remedy for every disease.

The dry goods man is not adapted to the selling of steam engines and monkey wrenches, nor does he understand the mechanical part of any class of advertising, including bill posting.

The poorest bill poster can post bills better, because he is better posted, than the most successful business man who may be posted on everything save bill posting.

These are days of specialties, when the horse doctor must doctor horses, and the business man mind his own business by attending to his own business and letting other business men attend to that part of his business which is their business.

First, find your bill poster
Second, find something to advertise.
Third, consult the bill poster.

Fourth, make your contract.
Fifth, have your bill poster, or some poster printer, set up your advertisement, which must be in the extreme of brevity.

People don't stand close up to a poster; they read it at a distance, therefore it must be readable at a distance.

Brevity is the one great essential for bill poster composition, and the largest type, readable at the greatest possible distance, is the next consideration, almost as important as the first.

Better have your poster of twenty-five words, which people will read and can read, than to have two hundred words upon it, which nobody can read without carrying opera glasses, and as opera glasses are not a common commodity, bill

poster matter must be adapted to the naked eye.

Pictures are sometimes necessary to the effective poster, but don't use pictures that don't mean anything. Better have big type and no pictures, than small type and meaningless pictures.

The poster is nothing more or less than a newspaper advertisement stuck up on a board or wall, and it should contain substantially the same matter, set so as to be seen at a distance.

Colors generally pay the extra cost, for people will see color at a distance, and be attracted to it, but don't use faint colors, let each color throw into relief the other colors.

I know of nothing that cannot be advantageously advertised with a poster.

Everything from church services to circuses have been properly announced on the billboard.

Everywhere one sees posters of corsets, underwear, food, entertainments, chewing gum, in fact everything else of necessity or luxury.

Billboard advertising is simply one legitimate method of publicity, to be used by all advertisers who can use it, and that means all advertisers.

Billboard advertising must not be used exclusively, except in exceptional cases, nor has it been found profitable to confine one's advertising to any successful method, for the success of advertising is in the use of every kind of advertising which can be used profitably, not in confining one's self to any distinct kind to the exclusion of others. There has never been a case on record where a man who advertised to the extent of say a thousand dollars, and successfully, who could not make more money proportionately by increasing his advertising appropriation, within reasonable limits.

Billboard advertising pays, and sometimes pays when you don't try to make it pay.

Billboard advertising always pays when the same attention is given to it as to the conduct of any successful part of the business.

It is your business to make your billboard advertising pay, by giving your best judgment to it, and by taking the advice of those who make their livelihood in this class of advertising.

The bill poster may be dishonest, there are dishonest men even in bill posting, but his trained dishonesty is as safe for you to follow as your untrained integrity.

The man who knows how to do something is a safer man for you to follow, even though he may make more profit out of you than he ought to, than the man of success who knows nothing about the particular conditions of the method.

It would be a mighty good thing for progressive advertising if every advertiser read BILLBOARD ADVERTISING. I read it myself, and I know nothing about anybody connected with it. It is filled with good ideas, any one of which is worth more than it costs. Every business man who does even the smallest amount of advertising should be a subscriber and reader of every publication devoted to publicity, for all of them together cost very little, and there may be one idea a year in one of them, which will put many dollars into the money box of the reader. I don't care how busy the business man

may be, he has no right to be too busy to read and study every publication bearing upon his business.

I have never seen the record of a successful business man who did not read trade papers.

I have never known a minister who did not read religious publications.

There never was a good doctor without a good many good medical papers on his table.

There never was a lawyer without a law library.

There cannot be a business man of success unless he be surrounded with the periodical and other literature of his trade, which broadens his ideas, and sets in motion trains of thought which never would leave the station of his mind if not rung up by the bell of trade journalism.



G. E. FISCHER.

Mr. G. E. Fischer, Manager of Fischer's Distributing and Advertising Agency, of Omaha, Neb., comes of a sea-faring race on both sides, and was born on his father's ship, July 16, 1838. He comes of revolutionary stock, his father being descended from the John Hancock family of Mass. At the age of ten years he went to sea as a cabin boy. At the outbreak of the civil war he was first mate of the Clipper ship *Morning Star*, but threw up his position and enlisted under his brother-in-law in the navy. He was one of the crew of the "Star of the West" sent to re-enforce Fort Sumpter. In 1863 he lost his hearing from ship fever, and remained on shore until the close of the war, when his brother-in-law resigned and took command of a wrecking vessel. Fischer joined as steward, and in that position, or as a diver, he remained until 1879, when he received injuries that laid him up in a hospital for eight months. In 1881 he went to Texas. Not finding the health he hoped for in that state he returned north, and moved to Ohio. In 1884 he came to Omaha in search of health, found it and a wife. In 1885 he was appointed local agent for C. I. Hood & Co., and has just closed his fifteenth year with that firm. Gradually he obtained work from other firms, until now, the Fischer Distributing Agency has a reputation for doing honest work, and its patrons are from Maine to California. Mr. Fischer was one of the first charter members of the International Association of Distributors of North America, and holds the position of First Vice-President, and has always been an active worker for the Association.

Three years ago the agency was reorganized, and now consists of G. E. Fischer, Manager; A. F. Fischer, O. P. Goodman, Secretary, who is also manager of the firm of Goodman Bros., wholesale and retail Physician's Supply House. In his leisure Mr. Fischer has been a contributor, both in prose and verse, to many papers. His sea sketches have won him a reputation as a writer.

Distributors' Chat.

All members of the I. A. of D. should keep in touch with W. E. Patton, second Assistant Secretary, reporting frequently the names of their patrons in order that fresh and reliable lists may be printed and kept up to date. Frauds also should be immediately reported to Mr. Patton and BILLBOARD ADVERTISING.

W. H. Steinbrenner has just finished a 75,000 job for Peru, Ind.

The Von Graef Medical Co., of New York, are asking prices for distributing books and circulars.

The following firms contemplate placing both distributing and posting in the South in the near future. H. R. Allen, Surgical Institute and Sanitorium, Indianapolis, Ind.; California Fig Syrup Co., Chicago; C. I. Hood & Co., Lowell, Mass.; Brown Chemical Co., Annapolis Junction, Md.; Dunlap & Williams, Druggist, Waukesha, Wis.

W. E. Patton, of Corinth, Miss., appreciates the stand for the right that BILLBOARD ADVERTISING has taken.

The following firms are distributing samples and other advertising in various sections, principally East of the Mississippi river: Diamond Soap Powder Co., Philadelphia, Pa.; The Nux Phosph Co., Pittsburg, Pa.; Cheeseman & McKinnie, Pittsburg, Pa.; New Jersey Mfg. Co., Jersey City, N. J.; Walter Baker Co.

Col. Haynes, of Ironton, ought to be a little more careful what he signs his name to. His report of the postponed convention of the International Association is about as misleading as it possibly could be.

There are those who are inquiring and desire to know what business it is of the Ironton Colonel whether the International Association of Distributors met or not. They surely did not invite him to be present, because they are particular as to the company they keep.

The Novelty Plaster Works, of Lowell, Mass., conducted by C. E. Mitchell, is receiving considerable adverse criticism on account of the contract used. Several distributors have complained also, of being unable to obtain payment for work done in the regular way, without the contract making Mr. Mitchell sole arbiter.

ESTABLISHED 1892.

The OREGON Circular Mailing,
Advertising and Distributing Agency,
L. W. ROBBINS, Manager.
Lock Box 50. Central Point, Oregon.

ELGIN, ILL. Population 25,000
ELGIN BILL POSTING
Advertising & Distributing Co.
Only licensed Bill Poster in the city.
FRED W. JENCKS, Prop'r.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
Owns all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.
WM. R. WILLIAMSON, Manager.

THE BOYCOT WAS AN ENTIRE FAILURE.

Liggett and Myers are serene and undisturbed. They have no quarrel with the Association. All of the members of the "Associated" save three, are willing to post their paper

The boycott will never become a popular measure in the Associated Bill Posters Association. The members, nearly all of them, too, have spoken. The vast correspondence of the Liggett & Myers Co. tells a story and an eloquent one. It demonstrates that every member of the "Associated" to whom the paper was offered, save three, are willing and anxious to continue the pleasant relations heretofore existing, and have signified their intention of handling the paper, despite the president's letter. The three firms who refused it were M. Breslau, of Minneapolis, J. N. Scott & Co., of St. Paul, and the Cream City Bill Posting Co., of Milwaukee.

A representative of BILLBOARD ADVERTISING called upon the Liggett & Myers Co., February 19, and interviewed Mr. W. H. McAllister and Mr. E. G. Peck. Both gentlemen are emphatic in asserting that they have no misunderstanding with the members of the Associated Bill Posters Association, and point with pride to the fact that but three members of the organization have refused their paper. They are equally emphatic in stating that there will be no further annoyance or friction, for the reason that they have cancelled all orders for paper now in the hands of the printers, and will henceforth use other mediums.

They say frankly that the service that they have obtained in Minneapolis, St. Paul and Milwaukee have always been splendid, but they do not intend to allow this fact to compel them to accept a service in another city which is not satisfactory.

All paper which they had on hand is placed to their entire satisfaction, and they could continue to place all they could print, did they so desire. They have reason to believe, however, that certain other mediums, which they have in contemplation, will yield them satisfactory results, and having neither the time nor the inclination to pursue even a slight controversy, they may henceforth abandon the boards.

It is possible that limited editions may be run, in order to accede to the earnest and urgent requests of certain of their old friends among the bill posters, but other avenues of publicity may be generally adopted in the near future.

Messrs. McAllister and Peck extend their respects to the Association as a whole, and to the members individually their most sincere and cordial regards.

Messrs. Compton & Sons, who have heretofore secured all of the contracts for printing the immense quantities of posters used by the Liggett & Myers Co., are not disposed to regard the matter so cheerfully. In fact, they are pronounced and outspoken in denouncing the outrageous measure which is proving so costly to themselves and to bill posters at large.

They affirm, and with much show of truth, that it looks very much as if the

Associated Bill Posters' Association was organized for the sole purpose of antagonizing advertisers and driving them off the boards altogether, instead of trying to encourage them to adopt the poster to the exclusion of other mediums.

CALIFORNIA FIG SYRUP POSTERS

Chicago, Ill., Feb. 25, 1896.

Editor BILLBOARD ADVERTISING,

Dear Sir—In reply to your esteemed favor of 17th inst., will say that I have no differences with the Associated Bill Posters' Association as a body. I have had some rather spicy correspondence with three or four of its members in regard to prices, but differences are likely to arise in all well regulated families. As I am not contracting for posting through any association, but dealing with the bill poster direct, I am occasionally quoted prices from small cities that I believe are unreasonable, and do not hesitate to so inform the bill poster; saying we do not think it will prove profitable to our company to use his boards at the price he quotes. In three or four instances, as I said before, I have received replies that were anything but businesslike, and in each instance, from a member of the A. B. P. A. In two cases, they threaten me with dire disaster by reporting me to R. C. Campbell, their president.

I called on Mr. Campbell, and took occasion to inform him that I did not, in sending an application to a bill poster for terms, make any inquiries as to what association he was a member of, if any, and if he could handle our paper, and give us good service at a fair price, I booked his order.

I see that Mr. Campbell states in *The Bill Poster* that I offered him paper February 5th, and he refused to accept same. Mr. Campbell's assertion is not correct. I did not offer him any paper at any time, simply because he stated in our interview, that the American Bill Posting and Advertising Co. would handle all or none. I did not see fit to accept his unreasonable proposition and the consequence is, the Chicago Bill Posting Co. is handling all our paper and doing the work well.

I say, give every man a fair price for his work, don't ask him to do something for nothing, in fact, don't be unreasonable, and where an advertiser is not disposed to accept a price that he considers he can not afford to pay, don't find fault with him. If a bill poster's boards are worth more to him than they are to the advertiser, they are his, and that should settle all argument.

We are shipping paper as rapidly as we can fill the orders, and some of the boys have had to wait for paper, but we will supply them all very soon now. We have changed the size of our stands, using nothing now but a 4x6, one sheets and snipes.

Trusting I have not encroached too much on your valued space, I am,

Yours very truly,

D. R. TALBERT,
Adv. Agt. California Fig Syrup Co.

Ardmore, Ind. Ter., Jan. 14, 1896.

Editor BILLBOARD ADVERTISING,

Dear Sir—I read with pleasure the article of Sam W. Hoke, in the January number, headed: "Some Criticism and Suggestions," and think the majority of bill posters could put his suggestions to practical use with great profit to their business.

I have reference more especially to drawing a 'dividing line' between the advertisers' paper. I have always done this, and it gives much better satisfaction to all concerned.

I think his suggestion of using white paper for borders and dividers can be made for the better by using black or dark colored paper on light colored work, and white only on dark colors or black. Bill posters, if you will take the next white or light colored paper you have to put out and put a 4 to 6 inch black or dark red border around it completely, you will see it "stand out" and nearly hit you in the face half a block away. On the other hand, a dark colored stand, bordered with white will "holler at you" around the corner.

I notice great fault in this line in the work of G. Runcy & Son, of Wankegan Ills., as shown in

their display ad on page fifteen, January issue of BILLBOARD ADVERTISING. With no desire to hurt their feelings, I would say, I would prefer to have a half inch space in some backwoods "weekly," than to have my ad mixed up in such a mess, and you all know what we think of "wasting your money" that way.

Block them off, brother, and make every advertiser think you have taken the most pains with his work, and you will have to steal the time from your business to write letters as I have done in this case. I suggest the plan of taking ordinary blank white paper, tack on the wall eight or ten sheets. Take "Printers' Ink," I mean in this case, the kind you print with—though I wish to say, it will do you good to take the other one too—thin it with gasoline, and a small quantity of this compound will black these ten sheets. Then you can cut them in strips any width you want, and at a trifling expense you'll always have a border. Use these in dividing your work; the result will be most pleasing to you and your patrons I assure you. Another thing, fellow-craftman: You should always have an eye to the "fitness of things," and the artistic arrangement of your paper. Place such styles and colors in juxtaposition, as will intensify the other by comparison. Don't fill up one corner of your board or of the stand with descriptive matter, and the other with display type or pictures. Sandwich one between the other, the general effect is better, and it makes the reading matter read plainer and makes each picture show plainer.

Now I want to jump on the poster printers and lithographers about the old styles in type and in stock letters which many of them are still using. For love of progress discard; get something new; it will help your business.

Last week only I posted a troupe of Barn Stormers, who were using the same letter I was familiar with on posters twenty years ago.

I think poster printers should look after the stock letter department of their business with as much of a desire to excel in good work as they do in the lithographing department, which all admit to have made most wonderful progress in recent years.

Yours,

W. R. BURNITT.

Editor BILLBOARD ADVERTISING,
Cincinnati, Ohio.

Dear Sir—Please tell the poster printers of the country that the Inter-State Bill Posters Association invites them to join, and desires them to participate in all its proceedings and deliberations. We recognize that there are other interests to serve, besides those of the bill poster; in fact, we believe that a printer who persuades an advertiser to go on the the boards, is of more importance to bill posters than they are to one another. Respectfully,

P. F. SCHAEFER, Pres't.
CLARENCE E. RUNCY, sec'y

We could not say it half as well as you have yourselves, gentlemen.—EDITOR.

There is considerable truth in the following extract from a communication of a prominent member of the Associated Bill Posters Ass'n, viz: "This rule or ruin policy of Stahlbrodt, Campbell, et al, has given many advertisers the impression that the Associated Bill Posters' Association demands exorbitant prices, and the Inter-State is taking advantage of the situation by emphasizing the fact that they stand for equitable prices

C. H. Clough favors us with a copy of *The Trademark* for February, and along with it he sends some other circulars which call our attention to certain specialties which W. G. Johnson & Co. think the public needs at the present time.

Clough's advertising is always bright, and tells its story in a manner so interesting that one is compelled to read it all, if for no other reason than to see what he says about such commonplace articles as office fixtures, furnishings and stationery.



A PENNY STAMP

Will bring you a sample of a "business bringer" that will set the

whole town to guessing

Cheaper than newspaper advertising; more novel; will draw trade direct.

W. Chandler Stewart, 4114 Elm Ave., Philadelphia

NEW POSTERS

DEPICTING

SPRING STYLES

In Hats, Shoes, Clothing Cloaks, Millinery, etc.

Samples free to agents, bill posters and printers.

WRITE TO

The Donaldson Litho. Co.

GINGINNA TI.

Personal Mention.

C. R. Hood, who represents W. J. Morgan & Co., of Cleveland, O., is on the staff of *The Bill Poster*.

The Empire Bill Posting Co., of Indianapolis, Wogan & Co., of Boston, and Seibe & Green, of San Francisco, have joined the Inter-State Association.

C. C. Ames, manager of the Old Colony Bill Posting Co., at Providence, R. I., is an enthusiastic member of the Inter-State Association.

W. C. Tirrill and C. B. Tirrill, operating as The World Advertising Service, at Lima, O., have issued a folder containing the provisions of the license applying to bill posting at that point. It is printed on very red card board, and the inference is that it is intended as a danger signal to warn itinerant or tramp posters to keep off the grass.

F. M. Groves, of Evansville, Ind., E. Sparrow, Vincennes, Ind., J. M. Dishon, Terre Haute, Ind., and O. M. Tichenor, Princeton, Ind., all formerly members of Mr. Stahlbrodt's association have left that organization and joined the Inter-State Bill Posters' Association.

Al. Bryan is spending considerable time at the new Akron office. The Cleveland office is ably conducted, in his absence, by Mr. Chas. F. Bryan.

Detroit, St. Louis and Kansas City are considering the advisability of letting a private company have the privilege of advertising on the street corners, in consideration of placing the street name at the top of their signs.

The Albany Bill Posting and Advertising Co. has been incorporated. Capital, \$1000. Directors, James H. Carroll, W. H. Buck, C. H. Smith.

H. B. Smith, of Washington C. H., O., keeps four men going all the time. This fact speaks well for Mr. Smith and shows that his work is effective for the advertisers.

The Huiest-Stout Sign Co., of St. Louis, have a one sheet poster for themselves, which is bound to attract attention. It is a calendar of the current month, and is a good strong bill.

E. Dockstader, manager of the old established Spencer Bill Posting Co., of Janesville, Wis., is making evident his ability by giving some very effective service. He does not go to sleep afterwards either, but gets the knowledge before the public.

Artistic bill posting and careful house to house distributing, is what the advertisers finds in Sioux City, Ia. This has been brought about by A. B. Beall, since he came into control of the Sioux City Advertising and Bill Posting Co.

Walter Baker's Cocoa is being advertised throughout the middle west by Elisha B. Worrell, in a lecturing tour.

The personal popularity of Mr. Worrell is great and his firm will derive much good from his work.

Van Camp's Pork and Beans is billing the country with a three sheet and a one sheet.

The Cincinnati Commercial Gazette followed close in the Tribune's wake, and is advertising with a tasteful poster executed by the Strobridge Litho. Co.

Boru Marvin, of Aurora, Ill., keeps up with the band wagon. This spring he builds 1000 feet of painted bulletins along the line of the C. B. & Q. R. R., at Aurora. Forty eight passenger trains a day and all the freight trains on the two systems pass them.

The bill poster at Hastings, Neb. is licensed, and controls all display advertising privileges there. His work is first class and he is J. S. Craig.

O. P. Fairchild, while not making much unnecessary noise about it, has, in all probability, the best equipped plant in Kentucky, and, Louisville barred, he has more boards. Mr. Fairchild has recently extended his business so as to include painted bulletins and mural signs, and the display he is getting is surely very creditable.

Reese & Long control 7,500 running feet of space in Scranton, Pa. alone, and they contract for and bill eighteen towns within a radius of eighteen miles. This territory covers the heart of the Anthracite region, and is an extremely profitable field for advertisers. As a result of this happy state of affairs, Reese & Long are on the crest of the wave of prosperity.

The bill posting business in Philadelphia has always been profitable. The American Bill Posting Co., of that city, enjoys the distinction of being the most profitable plant of its kind in the country. The concern is under the direct control of S. H. Robinson, who, although one of the young men in the business, has demonstrated that he knows the best way to make a bill posting business profitable to its owners and patrons.

"Hote's Brush Advertising" is going the rounds. Those who let "Hote" get their name up are among the prosperous ones of the earth.

The local merchant who takes a certain space on a line of boards by the year, is on the right track.

Joseph Wetter & Co. have sent us some advertising for their numbering machine. Their catalogue is well-arranged, both as to type and illustration. The argument is convincing, and it is safe to say that any printer will think twice about numbering machines before he throws any of this advertising in the waste basket.

Among the advertising received the past month, is a very neat folder from W. R. Burnitt, advertising his bill posting business in Ardmore, Ind. Ter. The recipient cannot fail to get a good impression of Burnitt and his boards.

John W. Isham is advertising his Oriental America with a card to fit an envelope, 2x8 inches. The card is neatly printed, and, to those interested, very readable. This card is principally for an

announcement to theatre managers, the name and character of his next season's show.

L. M. Crawford, of Topeka and Wichita, Kas., and St. Joseph, Mo., has joined the Inter-State.

No better witness to the tastes of Chicago's various divisions can be found than the character of the advertising which is on the boards in the several localities. The North Side seems to lean toward the theatres and other amusements, while on the South Side, theatre advertisements are comparatively rare. The windows, when used for advertising at all, containing a lecture or concert notice.

The owner of a building in Port Huron, Mich., had the two men who were painting "Battle Ax" on his building arrested. The painters had the permission of the occupant.

On February 1st, about three hundred feet of space in the busiest part of State street, Chicago, was made available for advertising purposes by removals from the stores. The theatres scooped it in.

Pittsburg's Chief of Police investigated the fight which took place over the space at the corner of Fifth avenue and Smithfield street, and arrested eight of the participants.

The Superintendent of Police in Pittsburg, has ruled that in the future no more lithograph boards will be allowed on the streets. This is a move in the right direction. Lithograph boards unfastened are not only a nuisance, but more than half their value is lost.

"Have you seen
The olive green
Sterling Machine?
1896 Model, we mean."

We wonder if the Sterling folks mean for the public to consider their wheels in same category with

"Darius Green
And his flying machine."

Chapman, of Cincinnati, is distributing samples of Baker's Cocoa, together with a neat receipt book; also, Chappelle's "Bronchini" Cough Cure folder.

Mulvihill, of Omaha. Is there anyone who doesn't know Tom Mulvihill? Well, for their benefit, let it be said that he has in Omaha, South Omaha, and Council Bluffs, a line of boards which completely cover these three cities.

Geo. A. Treyser, of Chicago, has associated himself with Arthur M. Plato, of San Francisco. The firm to be known as The Pacific Advertising Service, Plato & Treyser, *Experts*.

Mr. Plato has been "on the coast" for the past twenty years, and his reputation is high among advertisers and bill posters alike.

Mr. Treyser, as everyone in the world knows, was the bill poster of Chicago for twenty years.

The immense possibilities in the advertising field on the coast was manifested to Mr. Treyser, when he made a trip through that beautiful country two years ago, and his association with Mr. Plato cannot result otherwise than greatly to

the advantage of themselves and all that have dealings with them.

J. J. Baker, the enterprising bill poster at Johnstown, Pa., has a large local patronage. He expects a big boom during the Firemen's State Convention in that city in October.

ST. LOUIS.

Genial Jack Whelan is in charge of Col. R. J. Gunning's interests in the St. Louis Bill Posting Co.

The Huiest-Stout Sign Co. are posting American Lady Corset stands.

Compton & Sons are running night and day.

The Great Western has already responded to the efforts of Manager Edwards. The work now coming from this office is splendid.

There were just three firms who refused Liggett & Myers' paper as a result of President Campbell's boycott letter. They were Breslauer, of Minneapolis, L. N. Scott & Co., of St. Paul, and the Cream City Bill Posting Co., of Milwaukee. All the rest refused to obey the order, many of them writing to Liggett & Myers, and assuring them of their intention.

The Great Western Printing Co., have joined the Inter State Bill Posters' Association.

Printing House Gossip.

D. E. Russell is with the Greve Litho. Co., of Milwaukee.

Pat Shannon, of the Riverside Show Print, of Milwaukee, owns a ranch in California, on which he spends his winters.

W. J. Morgan & Co. will probably join the Inter-State Bill Posters' Association in the near future.

The officers of the Greve Litho. Co., of Milwaukee, are as follows, viz: Hans Greve, President; J. C. Bird, Secretary; R. Pfeil, Jr., Treasurer.

P. B. Habber, the Show Printer at Fon du Lac, Wis., is a member of the Inter-State Bill Posters' Association.

A. W. Mudge is with Forbes Lithograph Mfg. Co.

Alfred S. Seer, president of the A. S. Seer Printing Co., New York, committed suicide Feb. 27, by shooting himself behind the right ear. He died instantly.

The Greve Litho. Co. and Compton & Sons have joined The Inter-State Bill Posters' Association.

The Donaldson Lithographing Co., of Cincinnati, O., have joined the Inter-State.

TO BE WOUND UP.

Geo. T. Hollingsworth was appointed master commissioner in the suit of John R. McLean and others, to dissolve the Enquirer Job Printing Co. The capital stock was \$200,000, of which \$25,000 was paid up. The master will take testimony June 1, as to property effects, debts, credits, etc. of the corporation. Alex. Murray, Jr., attorney.—*Cincinnati Times-Star*.

WHAT THEY SAY.

Some Very Significant Observations.

Bona-fide extracts from letters, most of which are from Members of the A. B. P. A. and its Subordinate Associations.

The following extracts from correspondence with various members of the A. B. P. A. are reproduced here without alterations or elisions of any kind.

"I am very glad to see the stand you have taken re A. B. P. A. troubles, and believe you have the best wishes of the majority of the Association. We hope to be able to straighten the whole matter out at Cleveland next July."

"February number has just come to hand. Shake. Your vigorous denunciations of the gang will find an echo in the breast of every loyal member of the Association."

"Already they are calling it Campbell's paper, and it is perhaps needless for me to say that you have five friends among the members of the Association to every one of Campbell's."

"Can you tell me where the constitution says there shall be only one member to one town? I cannot find it, and I do not believe any such provision exists."

"I don't suppose I would ever have thought of advertising if it had not been for your excellent criticism of Stahlbrodt."

"We have just received a letter from Chicago, Schiller Building, stating that your paper was no longer the organ of the A. B. P. A., and that a newspaper would be issued Feb. 15th, known as *The Bill Poster*. As we are interested in this matter, we take the liberty of writing to you to find out why they ask men who are engaged in the bill posting business to withdraw patronage from you. If you are out against the 'gang,' all we can say is that you will find us on your staff. Please send advertising rates, and we will help all we can."

"I am going to post Liggett & Myers' paper and California Fig Syrup too. When I joined the Association, I thought it was formed for the purpose of encouraging the advertisers to post. It seems I was mistaken."

"Last number of *BILLBOARD* is a daisy. I fully endorse everything you say."

"Where does the president get his authority to ask members to refuse paying business? Not in the constitution and by-laws, for there is no such law there. If he asks it on the score of a personal favor, he's got a lovely 'gall.' Wonder if he thinks the boys have forgotten the way he favored them when he was ahead of Forepaugh?"

"Give them h—l. We are not banded together to kill bill posting by driving business firms into the magazines and newspapers."

"You're all right, and we are with you, every time."

"I cannot find anywhere in the laws of the Association where I agreed to refuse work, and I am not going to do it. I want work. That is what I am here for, not fussing and quarrels."

"We want a different set of officers next year. Men like Geo. Leonard, John Mishler, Mike Breslau and Henry Tyner. I think Curran is all right too, but he is in bad company. Clean the rest out."

"Go for them. You are bound to win."

"I am sick of Stahlbrodt and Co. I joined the Inter-State to-day."

"If Stahlbrodt, Campbell and Carroll want to bust the Association, why don't they say so?"

"The gang is doing all it can to bust the A. B. P. A. It looks as if the Inter State Association will soon be the one."

"You advised us to stick together, and let the majority rule. I am following your advice, but I'm getting awful sick of their funny business."

"Correct. 'Rouse mit 'em,' say I."

"Why can't the A. B. P. A. and the Inter State be amalgamated?"

"I am going to Cleveland next July, and if that pig-headed Dutchman runs things, I am going to join Rukey's Inter-State Association."

"I, for one, will not pay Stahlbrodt's rent, nor any part of it. If the New York office is not self-sustaining by this time, I think he ought to go back to Rochester where he belongs."

"*BILLBOARD ADVERTISING* has done more for bill posters than the 'gang' or the Association either. If compelled to choose between them, we shall surely stick by you."

"I was supposed to be dead, but I voted for you and stood up for you. You can count on me next July."

"*The Bill Poster* will not live long. We won't support it, and we will support *BILLBOARD ADVERTISING*. It has always been our friend."

"— is a big, leather-lunged bluff, and most of us are onto him. We like you and we are going to stand by you and *BILLBOARD ADVERTISING*."

"Enclosed please find a dollar for a year's subscription. We are not saying much but we are doing a heap of thinking."

"I will advertise where I please, and I will run my business to suit myself, and I do not want any advice from him or anyone else. I was not at the Cincinnati convention, and I do not regard myself as bound by its actions, which I think were very foolish."

"Enclosed find one dollar for subscription to *BILLBOARD ADVERTISING*. I can't do without it. I am glad to see the honorable stand you do in regard to the Association. The right way is the only way."

Boise City, Idaho, Feb. 7th, 1896.
Editor *BILLBOARD ADVERTISING*,
Cincinnati, O

Dear Sir—Your esteemed favor of the 4th is at hand and we are pleased to make you the following reply:

Our Mr. Spaulding made application to the A. B. P. A. for membership about the first of August of last year. This was after an annual meeting of that Association, and consequently it could not be acted upon before another meeting. This so-called meeting was recently held in your city, and as Mr. Spaulding had not withdrawn his application and his money from the hands of the Secretary of the A. B. P. A. he was elected to membership.

However, permit us to say right here, that the firm of Spaulding & Gordon, through its manager, R. G. Spaulding, wishes to inform you, as editor of the best trades paper in the United States, viz: *BILLBOARD ADVERTISING*, that it is now, and always will be with and for the Inter-State Bill Posters' Protective Association, and as brother O. J. Gude says, "I'll stick this up anyway; it's for the good of the Cause."

Thanking you for this opportunity of declaring ourselves, we remain,

Very respectfully and truly yours,
SPAULDING & GORDON,
Per R. G. SPAULDING, Mgr

THAT LICENSE QUESTION.

Lincoln, Ill., Feb. 7th, 1896.
Editor *BILLBOARD ADVERTISING*.

Dear Sir—In reference to the article, signed "No License," the author has some reasons. I presume, in writing his article, from his own experience. I, also, have seen licenses issued to several bill posters, in towns surrounding me, which worked very charmingly. I admit, it is no protection to pay a high license, but, nevertheless, it is some protection to pay a reasonable one. In towns of 10,000, ten to fifteen dollars is not a high license; yet it is reasonable enough for the bill poster to pay, and far too high for the advertiser or distributor who comes to the town for the purpose of scattering broadcast, his advertisement, thus defrauding the bill poster out of his rights. I desire to say that one shipment of Dr. Miles' advertisements pays my license nearly for the year. I can not see that if a man will spend the amount of his license in improving his plant, he will gain more than by having a license ordinance. I pay in this city

of 10,000 inhabitants, ten dollars per year. Well, it simply shuts out everything of course, once in a while, a man slips in, but very few. The man, if he is a hustler, will never allow his boards to become "ratty." A man of that kind will never take the trouble to pay for a license, or see that one is paid. That is no argument at all against license. If a man has good boards, license or no license, his appropriation of paper will not be reduced.

Just what the law is in other states, I do not know but the statutes of Illinois give every city the right to regulate those matters. Of course, if the town isn't a city, I do not know the authority without looking it up, but if Jones' agent don't want to use Peter Smith's boards, he must go and whack up ten dollars here, just the same. The consequences are, his work will not amount to that much in the smaller towns, hence he saves money by giving it to the bill poster, who never would or could have got that job except by his license. The only way not to make an absurdity out of it, is to make a proviso, allowing home merchants the privilege of advertising their business free. Then they have no kick and will stay by you. We do not have license laws simply alone to bring business, but also for a protection against foreigners, and who will come and give their work to some "scabs." In a town under a license law, a man must take out a license and do the work himself, or give it to a man who is licensed to do the business, and not to anyone he pleases.

I do not write this article for an argument, but just to show that if you work your license law right, you can enforce it.

Keep on the good side of the police. There is where your protection lies.

If anyone cares to have an ordinance drawn for their town, and will send me five dollars for my trouble, I will draw one that will stick.

CHAS. C. MAXWELL.

Anaconda, Mont., Feb. 5th, 1896.
Editor *BILLBOARD ADVERTISING*.

Dear Sir—I notice in the February number, a communication under the head of "License." I claim that the writer is wrong, on these grounds, first: That a bill poster in any city, town or village should have some protection from the city, town or village, and unless he pays a license, he cannot receive that protection against night vandals and the like. Supposing Mr. Smith gives Mr. Bond two hundred full-sheets to go and post; and Mr. Bonds doesn't like it, so Mr. Bonds goes and blanks them over, and there you are. The printer has been paid for paper and printing, the bill poster has been paid, and in less than twenty-four hours the work is covered by some one, who has not one cent at stake, only the supposed satisfaction of covering over the ad. You have him arrested; then comes the trial; you are informed that the culprit has been released without fine or imprisonment. Better far license all bill posters. The law will then give satisfaction. Second: I say your correspondent is wrong again, when he says that where a bill poster pays license, he lets his billboards go ragged. Well, my opinion is, he never ought to go into the business, for he is no bill poster, who lets his business run down on account of paying a license, big or small. Third: No bill poster, to my knowledge, ever had a monopoly in any city, for I think that the Council or Aldermen would not countenance anything of the kind. I would infer your correspondent is, or has been a proprietor and manager, or a local manager, for there is where the city bill poster gets all his unnecessary grumbling from, on account of the figure charged for posting. In conclusion, I will say that "License" is wrong again, and I doubt that he ever did post a sheet of paper, or distri-

bute a circular in his life. I say all license law will bring business, and with business there is something to pay license for.

Yours truly,
GEORGE ELSTON,
Licensed Bill Poster

A LICENSE ORDINANCE.

The following is the full text of the new license law which has gone into effect at Erie, Pa.

Be it enacted by the Select and Common Councils of the City of Erie, Pa.

Section 1. That from and after the passage of this ordinance, no person or persons shall engage in the business of bill posting in the City of Erie, nor shall distribute in the streets, alleys or lanes of the said city, any bill, picture or advertisement, announcing the business or place of meeting of any skating rink, opera, theatre, menagerie, or other exhibition for pay, or any other advertising matter, in any manner, except as hereinafter specified, unless the said person or persons shall have first been duly licensed by the Mayor of the City of Erie.

Sec 2. Any person of good character, desiring a license, shall be licensed by the Mayor of the City of Erie, to engage in the business of bill posting and bill advertising for the term of one year from the date of said license, upon the payment of fifty (\$50.00) dollars and the filing of a bond in the sum of five hundred (\$500.00) dollars, with two securities, conditioned that the said licensee shall perform the duties of his office in good, lawful and proper manner, in compliance with the ordinances of the city governing the character of the matter posted or distributed, and the manner of posting and distributing the same.

Sec 3. The said licensees, their agents, officers and employes, while engaged in the act of posting, painting or distributing any bills, cards, signs, circulars, pamphlets, advertisements or notices in said city, shall wear a badge with the following words conspicuously placed thereon: "Licensed Advertiser, Erie."

Sec 4. No person shall scatter or throw upon the streets, sidewalks or alleys of the city, hand bills, posters, advertisements, or paper, and nothing herein shall be construed to authorize any person or persons to obstruct the streets, sidewalks and alleys of the city, or create any nuisance therein, or prevent the posting of notices required by law to be posted.

Sec 5. Nothing herein contained shall be so construed as to prevent any person, firm, association, or corporation, residing and doing business in the City of Erie, from distributing circulars or hand bills, advertising the business in which such person, firm, association or corporation is directly engaged.

Sec 6. Any violation of the provisions of this ordinance shall be deemed a misdemeanor and any person upon conviction thereof, shall be punishable by a fine of not less than five (\$5.00) dollars nor more than twenty-five (\$25.00) dollars and in default of the payment of such fine, such person so convicted shall be imprisoned in the lockup or common jail of the city, one day for each dollar of fine and costs so imposed and unpaid.

Sec 7. That any ordinance or part thereof, conflicting herewith, be and the same are hereby repealed.

Donnelly, of Boston, is branching out. His plan, already very extensive, has been further enlarged by purchase from the Old Colony Bill Posting Co. of all their privileges in Woburn, Winchester, Hyde Park, Dedham, Weymouth, and Nantasket. He is sending a well-executed calendar to advertisers all over the country.



LIST OF FAIRS. 1896.

Copyright 1896

CONNECTICUT.

Rockville Holland Co Fair, Sept 1-7.

ILLINOIS.

Alledo, Sept 22-25. W H Graham, secy. Avon, Sept 15-18. Julian Churchill, secy. Camp Point, Adams Co Fair, Sept 7-11. E E B Sawyer, secy. Cahm, Vermilion Co, Agricultural and Mechanical Association Fair, Aug 18-21. T A Taylor, President; G S Fleming, Secretary, H H Kidd, Treasurer. Champaign, Aug 2-28. El Paso, Sept 14-18. Farmer City, Aug 17-21. Freeport, Northern Illinois Agricultural Society Fair, Sept 8-11. Thos D Osborne, secy. Mt Carroll, Carroll Co Fair, Aug 25-28. Geo F Buckner, Pres; Geo C Kenyon, Sec'y. Paris, Edgar Co, Fair, Aug 31-Sept 4. Geo H McLeod, secy. Springfield, Sept 28-Oct 2. Watska, Irons Co, Agricultural Association Fair, Sept 7-17. H C Lovett, President, L F Watson, Secretary. Woodstock, McHenry Co Fair Aug 25-28. C H Richards, secy.

INDIANA.

Bainbridge, Aug 3-7. Bloomington, Aug 10-14. Crawfordsville, Sept 7-11. Flora, Carroll Co Fair, Sept 28-25. J T Villiam, prest, C E Nobes, treas, J D Ferrier, secy. Frankfort, Aug 25-28. Indianapolis, Sept 14-28. Kendallville, Sept 28, Oct 2. Nathan Roberts, Pres.; John Mitchell, Treas.; J S Coulogue, Secy. Lafayette, Aug 31-Sept 4. Lebanon, Aug 17-21. Paoli, Sept 9-12. A W Brown, Pres't; H F Davidson, Secy; S S McIntosh, Treas. Shelbyville, Shelby Co Fair, Sept 1-5. John W Yamaoy, prest, Henry Doble, treas. R E Stroup, secy. Sheridan, Aug 10-14.

IOWA.

Bloomfield, Davis Co Agricultural Society Fair, Sept 15-18. J C Brouhard, secy. Carroll, Aug 18-22. A L Wright, prest, R E Coburn, treas; H A Junod, secy. Columbus Junction, District Fair, Aug 25-29. R F Mc onnell, Secretary. Davenport, Davenport Fair and Exposition, Sept 7-11. P W McMann, secy. De Witt, Clinton Co Fair, Sept 15-18. E Christiansen, secy. Eldora, Hardin Co Fair, Sept 1-4. J W Prisen, secy. Greenfield, Adair Co Fair Association, Sept 25-Oct 1. Ernest Funke, prest, A J Gibbs, secy. Humboldt, Humboldt Agricultural Society Fair, Sept 22-25. A M Adams, secy. Ida Grove, Ida Co, Fair, Sept 22-24. A Preston, secy. Mechanicsville, Mechanicsville Agricultural Society Fair, Sept 15-18. A F Fairchild, secy. National, Clayton Co Agricultural Society Fair, Sept 8-11. J C Hempel, secy, Elkander, Ind Rhodes, Eden District Agricultural Society Fair, Sept 15-17. H M Weeks, secy. Ruthven, Lake District Fair Association Fair, Sept 14-17. Fremont Teed, secy. Victor, Victor District Fair Association Fair, Sept 15-17. H W Anger, secy. Waukon, Allamakee Fair, Sept 22-25. C M Bowman, prest; Capt Wm S Hart, secy. Webster City, Hamilton Co Fair Association Fair, Sept 22-25. W G Bale, secy. Whatchee, Whatchee District Fair Association, Sept 28-Oct 1. T C Legoe, secy.

KANSAS.

Burlington, Coffey Co Agricultural Association, Sept 14-18. Garnett, Anderson Co Agricultural Association, Sept 1-5. Iola, Allen Co Agricultural Association Sept 8-12. Mound City, Linn Co Agricultural Association, Oct 6-9. Olathe, Johnson Co Agricultural Association, Aug 25-28. Ottawa, Franklin Co Agricultural Association, Sept 22-25. Chas H Ridgway, secy. Paola, Miami Co Agricultural Association Sept 22-Oct 7.

MAINE.

Bridgton, Farmers and Mechanics' Fair. Second week in Sept.

MARYLAND.

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

MASSACHUSETTS.

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

MICHIGAN.

Coopersville, Sept 22-25. J B Watson, prest, E M Parker, treas; C De Vos, secy. Ionia, Ionia District Fair Association, Sept 15-18. Luther Hall, prest; Reuben Gould, treas; Fred Cutter, Jr, secy. Muskegon, Sept 15-18.

MISSOURI.

Belton, Belton Agricultural Association Aug 18-19. Kahoka, Clark Co Agricultural and Mechanical Association Fair, Sept 1-3. W M Boulware, Pres't; Joseph Vandolah, Secy. Trenton, N M C A I Ass'n Fair, Sept 15-18. G W Smith, Pres't; W E Austin, Treas. Peter H Yakey, Sec'y.

NEBRASKA.

Auburn, Sept 22-25. Beatrice, Gage Co Society of Agriculture Fair, Sept 15-18. Elmwood, Sept 15-18. Omaha, Nebraska State Fair Aug 27-Sept 5. Robt W Furnas, secy. Plattsmouth, Oct 6-9. Syracuse, Sept 29-Oct 2. Tecumseh, Oct 13-16.

NEW YORK.

Albion, Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas. Dryden, Dryden Fair, Sept 22-24. S G Lupton, Pres't; J B Wilson, Sec'y. Elmira, Chemung Co Fair, Aug 31, Sept 4. Frank Cassada, Pres't; Geo McCann, Sec'y. E J Young, Treas. Ithaca, Tompkins Co Agricultural Society Sept 8-11. A G Genung, secy. Jamestown, Warren Co Fair, Sept 15-18. Lowville, Lewis Co Agricultural Association Fair, Sept 15-18. W J Milligan Sec'y and Treas. Newport, Newport Agricultural Society, Sept 8-10. Willard Fugham, prest, B F Petrie, secy. Middleville, N Y. Schoharie, Schoharie Agricultural Society Fair, Sept 28-30. Daniel W Jenkins, Pres't; John B Grant, Supt of Privileges, Frank K Grant, sec'y. Syracuse, State Fair, Aug 31-Sept 5. Watertown, Jefferson Co Agricultural Association, Sept 8-11. J Sterling Hill, prest, Adams Centre, Frank M Parker, treas, Dillin, W R Skeels, secy. Westport, Essex Co Agricultural Society, Sept 15-19. W A Tucker, prest, A J Daniels, treas; C E Stevens, secy.

OHIO.

Boston, Clermont Co Agricultural Association, Sept 8-11. E H Frather, prest, Felicity, O; John Rowan, secy. Blowville, O. Caulfield, Mahoning Co Agricultural Society Fair, Sept 22-25. B P Baldwin, Pres't; Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Kuhlman, Sec'y, Youngstown, Ohio. Carrollton, Carroll Co Fair, Sept 22-25. C A Tope, secy. Circleville, Pickaway Breeders' Association Fair, July 21-24. W E Morris, prest, W S Smith, treas; A J Grigsby, secy. Columbus, State Fair, Aug 31-Sept 4. W W Miller, secy. Delaware, Delaware Co Fair, Sept 15-18. E A Furnise, secy. Georgetown, Brown Co Agricultural Society Fair, Oct 6-9. J W Uederick, secy. Kenton, Hardin Co Fair, Oct 6-9. A M Rice, Sec'y. Mansfield, Sept 22-Oct 2. Newton Charles, secy. Norwalk, Licking Co Agricultural Society Fair, Aug 25-28. Ad C Seymou secy. Orrville, The Great Central Ohio Fair, Oct 6-9. Proctor E Leas, secy. Ottawa, Putnam Co Fair, Oct 6-10. B F Seitz, prest, A P Sandle, secy. Urbana, Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y. Wauseon, Fulton Co Fair, Sept 22-25. Thos Mikesell, secy. West Union, West Union Fair, Sept 8-11. T W Ellison, secy.

PENNSYLVANIA.

Allentown, Lehigh Co Agricultural Association Fair, Sept 21-25. Jeremiah Roth, prest, A W DeLong, treas, W K Mohr, secy. Burgettstown, Arion Agricultural Association Fair, Oct 6-8. Hugh Lee, prest; Wm Melvin, secy, South Burgettstown, Pa. Kutztown, Keystone Co Agl & Hor Soc Fair, Oct 6-9. Jacob R Heffner, Pres't, Monterey, Pa. J D Warner, Treas.; J P Hines, Sec'y. Stoneboro, Mercer Co Agr Soc Fair, Sept 22-24. R J McClure, Prest, Sandy Lake, Pa; R P Cann Treas, J P Hines, Sec'y.

TENNESSEE.

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

TEXAS.

Beton, Bell Co Fair Association Fair, July 21-25. Ben H Lee, prest, L K Tarver, secy.

VERMONT.

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

WEST VIRGINIA.

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

WISCONSIN.

Ashland, Ashland Co Agricultural Society Fair, Sept 9-11. J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y. Bloomington, Blakes Prairie Agricultural Society Fair, Sept 9-11. W H Glasier, secy. Chetek, Barron Co Fair, Sept 9-11. Jos E Cartwright, secy. Darlington, Aug 26-29. James Haskin, Pres't; David Schreeter, Treas; Geo F West, Sec'y.

Galesville, Trempealeau County Agricultural Society Fair Aug 25-28. S E Houghton, prest. A J Kellman, treas, F G Davis, secy. Lancaster, Grant County Agricultural Association Fair, Sept 16-18. Delos Abrams prest. T A Burr, secy. Menominee, Dunn County Agricultural Association Fair, Sept 15-17. Henry Miller, prest; J B Chickering, treas; Geo W Galloway, secy. Milwaukee, Wisconsin State Fair, Sept 21-26. T J Fleming, secy, Madison, Wis. Oshkosh, Oshkosh Fair Association Race Meeting, June 25-28. Fair and Exposition Sept 9-12. John Laaba, Pres't; Geo Hilton, Treas; C E Angell, Sec'y. Phillips, Price Co Agricultural Society Fair, Sept 17-19. John T Ruff, secy.

CANADA.

London, Ont. Western Fair of 1896, Sept 10-19. Thos A Browne, secy.

RACES.

Battle Creek, Mich. Running, Trotting, Pacing and Bicycle Races, May 29-30. Rod J McDonald mgr.

Conventions, etc.

St. Paul, Minn. G A R. Reunion, Sept. 2-5. St. Louis, Mo. National Republican Convention, June 16. Ionia, Mich. Christian Endeavor Union, State convention, April 1-3. Minneapolis, Minn. K. of P. Convention, Aug 31-Sept 5. Grand Rapids, Mich. United States Letter Carriers' National convention, Sept. Robert Milne, cor. sec'y. Santa Cruz, Cal. Water Carnival, June. Minneapolis, Minn. American Philatelic Association, Aug. New London, Conn. Celebration of New London's 250th Anniversary, May 6-7. Johnstown, Pa. Firemen's State Convention, October, 1896. Pittsburgh, Pa. National Prohibition Convention, Aug 27. Lockport, N. Y. Firemen's State Convention, August. Buffalo, N. Y. National Educational Association Convention, July 7-11. Beloit, Kas. Annual Encampment Kansas G. A. R., April 21. Council Bluffs, Ia. Y. P. S. C. E. of Iowa State Convention, Aug. 25-27.

Milwaukee, Wis. National Republican League Convention in August. Chicago, Ill. National Democratic Convention, July 7. Pittsburg, National Convention Brotherhood of St. Andrew, October 15-17. Richmond, Va. United Confederate Veterans Reunion, June 30, July 2. St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20. Philadelphia, Wissahickon Heights Horse Show, May 26-30. Richard M Cadwalader, Sec'y. Boston, Mass. Bench Show New England Kennel Club, April 20-23. Canandaigua, N. Y. State Convention Knights of Pythias, July, 1896. Pasadena, Cal. Citrus Fair, March 3-7. Topeka, Kas. Free Silver Convention, March 14. Minneapolis, Minn. Philatelic Sons of America August. Cedar Rapids, Ia. State Bicycle Meet, July 3 & 4. Cincinnati, O. June 16. Grand Lodge B P O E. Louisville, Ky. I. A. W. Meet. Huron, S. Dak. State Republican Convention, March 25.

Expositions.

Milwaukee, Wis. Sept 12-Oct 17. John F Hansen, secretary and general manager. Nashville, Tenn. 1896. Sept. 1 to Dec. 24. St. Louis Mo. 1896. Indefinite. Baltimore, Md. 1896. Indefinite. Dallas, Tex. 1896. Oct. 12 to Nov. 15. Cleveland, O. Centennial Exposition commences, July 22. City of Mexico. International Exposition, Dedication as a National Exhibit. Apr. Opens as an International Exposition Sept. 15. Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898. Toronto, Canada. Canada's Great Exposition and Industrial Fair, Aug 31 to Sept 12. H J Hill, manager and secy.

Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31. General offices, 26 Avenue de La Bourdonnais, Champ de Mars, Paris. M. Alfred Picard, Commissaire General, M. Henri hardon, Secretaire General. Johannesburg, South Africa. 1896. May 1 to June 30. Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.

THE Babbitt Entry and Record System. Will interest the Secretary of anything. From a Cat Show to a County Fair, Because it is UP TO DATE. Designed 1896. Adopted and recommended for use at all Wisconsin Fairs, by the Agricultural Fair Association of Wisconsin, Feb. 12, 1896, at Milwaukee. SEND FOR SAMPLE LEAVES. Arthur Babbitt, MADISON, WIS.

Attention---Bill Posters and Circulators! In order to keep pace with your business you need newspapers, magazines and journals from all over the country. A DIME SENT TO US to pay for inserting your name and address in our Directory will bring them. Send at once to The Southern Weekly News, Roanoke, Va.

The DAN F. CLINE Bill Posting Company, DISTRIBUTORS, RAILROAD and COMMERCIAL ADVERTISERS, 417 Third Street, LA SALLE, ILL. Circuit, 18 towns, with a population of 50,000. Distributing, \$2.50 per 1000. Population, LaSalle, 12,000. Our price per sheet is 5c, 30 days Member Inter-State Bill Posters' Protective Association.

THE DONALDSON LITHO CO. Cincinnati, O. Posters and Show Cards for Fairs and Expositions. Write for free estimates and sketches of

ESTABLISHED 1879. Population 50,000

THE FINEST LINE OF BOARDS IN THE SOUTH.

The STOOPS
Bill Posting
and ADVERTISING
CO.

CHATTANOOGA, TENN.




HARRY E. STOOPS,
Manager.

Bill Posting,
Distributing,
Card Tacking,
Sign Bulletin and
= Out-door =
Advertising
in all its branches.

We control all Bill Boards and Dead Walls in the City.
OFFICE, 103 READ HOUSE BLOCK.

Commercial Work
specially solicited.

One Mile 320 Lineal
Feet of Boards.

Also Control Suburbs
and Hamilton Co.,
Including Boulevards
leading to
Chickamauga,
National Military
Park,
Missionary Ridge
and
Lookout Mount'n
traversed by
Thousands of
Visitors.

Six Country Routes.

1, 2, 3, 4, 6 and 8 Sheet
Boards always on
hand.

Artistic Signs
and Bulletins.

"Black Sheep"
Double Deck.
The Finest and Best
Located 100-Sheet
Board IN THE SOUTH.

Southern Commercial
Contractors.

All Work Given
Prompt Attention.

Satisfaction
Guaranteed.

To the Readers of BILLBOARD ADVERTISING and Advertisers
throughout the World.

GENTLEMEN—

We desire to call your attention to the best city in the entire Southern States as an advertising point—Chattanooga, Tenn.—Population 50,000, (not including suburbs). Greatest Railroad Center of the South. Eleven trunk lines, with largest tributary trading territory; more celebrated historically than any other point in the United States; unexcelled as an industrial and manufacturing center; an annual quarter of a million visitors to immediate points of interest; over two hundred factories with an invested capital of over eight million dollars, giving employment to ten thousand people, and an annual product of nearly twenty million dollars.

We direct your special attention to the fact that a progressive city requires a progressive bill posting and general advertising plant, and we claim that after seventeen years of toil and making out-door advertising a study, we now have as fine a plant as there is in existence, in proportion to the size of the city.

We have erected in choice locations, the following size boards: Fifty 8-sheets; five hundred scattering 3-sheets; two hundred 2-sheets; one thousand 1-sheet, 200 1-sheet dobs, and one mile 250 lineal feet located on principal business and residence streets; 900 feet new board recently constructed.

Not having opposition in our city, we can therefore give all work a total showing in all locations, and refer you to the December, January and February issues of BILLBOARD ADVERTISING, in which is displayed half-tone cuts of as many locations as space would permit, and showing that we have what we claim. As to our work, it is a pleasure to be able to give our patrons the full benefit of their patronage, and we ask you to place us on your list for future advertising, viz: Bill Posting, Distributing, Card Tacking, Circular Mailing, (of which we have prepared list), Fence, Wall, Mural and Artistic Bulletin Painting. We can place any number of sign bulletins on our excellent Government Boulevards, which traverse the following points of interest in and around Chattanooga: Lookout Mountain, Missionary Ridge, Walden's Ridge and Chickamauga Battlefield. These points are annually visited by thousands of strangers visiting and passing through Chattanooga, and this makes the City of Chattanooga one of the most desirable points in the United States for advertisers.

In conclusion, we will state that our rates for advertising are the lowest and best, and our reference any Banker or Merchant of this city, or any advertiser who has advertised in Chattanooga.

Thanking you for the time in noting the above, and wishing to be remembered as being in the advertising business in all its branches, we are,

Yours to command,

THE STOOPS BILL POSTING & ADVERTISING CO.,
HARRY E. STOOPS, Manager.

AT LAST

The vexatious problem has been solved

An ASSOCIATION which associates. PROTECTION which protects.

The American Bill Posters' Union!

A CORPORATION UNDER THE LAWS OF NEW JERSEY.

◆♦♦♦♦ **CAPITAL STOCK, \$500,000.** ◆ **SHARES, \$10.00.** ◆♦♦♦♦

CO-OPERATIVE, EQUITABLE, PRACTICAL. For prospectus, general information and full particulars, address

C. S. HOUGHTALING, No. 3 Park Place, NEW YORK.

GET THE BEST!

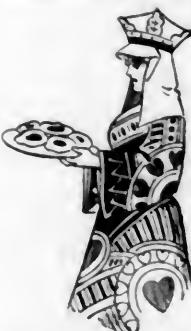


THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-RATTLER.

Pat. pending. Always gives satisfaction. No weight on bars. Worth twice the cost for money to come in working up. Agents wanted, send money for circular. Price, \$1.50. Make rights for sale.

THE DECATUR SHAFT SUPPORT CO.
Decatur, Ill.

SELLS AT RIGHT!



SPECIALTIES
are what pay. Booklets and High Grade Ads are Specialties with me; high grade, original drawing with my artist - will you write for the proof of what we say.

R. L. CURRAN,
150 Nassau St.,
NEW YORK.

BILL POSTERS in
Maine,
New Hampshire,
Vermont,
Massachusetts,
Rhode Island,
Connecticut,
California,
Iowa,
Louisiana,
Nebraska.

Send us prices for One, Two and Three Months' Display.

CALVERT LITHO. CO.
Larned and Shelby Streets,
DETROIT.

500 Fresh Gummed Addresses of Agents and others, all over the U. S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address

J. T. LUMPKINS, NEVA, VA.

MATTAPAN, BOSTON, MASS.
ADVERTISERS SEND WORK TO
DAN'L L. CUSHING, 108 River St.
Distributor and General Advertiser.

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

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

SPRING OPENINGS



advertised MY way pay—and the whole outfit, (especially illustrated newspaper ads and booklets with title-page engraving printed in colors) wont cost as much as an artist would charge you to make plain, every-day cuts. Are samples and full information worth a penny stamp.

W. CHANDLER STEWART.

4114 Elm Avenue,
Philadelphia.

LICENSED
BILL POSTING,
TACKING,
DISTRIBUTING.

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

BELOIT, Population 8,000. JANESVILLE, Population 14,000.

Spencer Bill Posting Co

Members INTER-STATE Bill Posters' Association and International Association of Distributors.

BILL POSTING, 10,000 FEET OF BILLBOARDS.
DISTRIBUTING, CIRCUIT, 25 TOWNS.
GENERAL ADVERTISING.

E. DOCKSTADER, Manager. Office, No. 4 S. Jackson Street,

JANESVILLE, WIS.



MAKE YOUR OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4. The Zinc Process Co., Goshen, Ind.

No Office Complete Without It.

Business

A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

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

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

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

KITTREDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

ONE GIVES RELIEF.

R-I-P-A-N-S

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



Money Wasted

By Attempting to Bill or Advertise New York City Without Using

Harry Munson's

Bill Boards
AND
Advertising
Spaces..... ..



OFFICES: { No 42 Duane Street,
 { No. 228 East 125th Street,
 Telephone Call, 136 Franklin.

NEW YORK CITY.



I own and control absolutely all the bill boards on Lower Broadway; all the bill boards at the prominent ferries; all the prominent bill boards and sign boards facing the New York and Brooklyn Bridge, and the majority of prominent locations on all the principal thoroughfares.
All paper listed and kept up the full term of contract, and renewed promptly when necessary.



SATISFACTION IN ALL CASES GUARANTEED.

REFERENCE: The O. J. Gude Co., 113 W. Broadway, New York City.

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

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

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

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

The city is booming.
Send on your paper.

References furnished.

The HUSTLER ADVERTISING CO.

PRINTERS, POSTERS, MAILERS,
AND DISTRIBUTORS.

24 North Miner Street, FT. WAYNE, IND.
W. H. CASE, Manager.

Prompt Service by Reliable Men.

10 CENTS (Silver) pays for directory containing the names, addresses and business of firms who have circulars to distribute, bills to post, and signs, etc., to tack up. Revised and corrected up to date. We guarantee every address to be O. K. GEO. F. ROBB, Des Moines, Iowa.

WESTERN BUSINESS is what I most particularly desire. I'm western—so are my best ads. Good ads—western ads—for western men, I write best. \$1 buys 2. Dissatisfaction brings the \$1 right back. A. M. CHURCH, Bassett, Neb.

WE ARE IN IT.

Note these Panic Prices. Good Business Envelopes, XX 6 1/2 in stock, printed as you want them, colors, comical or plain, 1,000 for \$1.75, 500 for 75c, 250 for 50c, 100 for 25c. Sample order of 50 printed for 15c. Note Heads to match. Same price. Send us a trial order at once. Our printing is almost equal to engraving. Address

**ARTISTIC PRINTING CO.,
KENNEDY, ALA.**

Samples, circulars, etc., distributed. Honest work and best references. Terms very reasonable. Write and see.

W. L. ROBERTSON,
Box 297, Roanoke, Va.

Push

ARE YOU IN IT?

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

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

PUSH PUBLISHING CO., Springfield, O.

It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for **BILLBOARD ADVERTISING**. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount.

**BILLBOARD ADVERTISING,
Cincinnati, O.**

Compound Interest and Advertising are very similar. The longer continued the better the results.

A cigar manufacturer that started advertising with me in '93 states that while returns the first six months were satisfactory, from that time on they constantly increased, and are still on the grow.

For \$20,000 a year I will post New York, Chicago, Philadelphia, Boston, Baltimore and Washington, and place your goods prominently before every inhabitant. Cost of paper is included. (Substitute any other towns you care to.) By no other method can you do as well.

Sam W. Hoke DISPLAY
ADS,

Telephone Connection. 87 Nassau St., New York.



**3000 RUNNING FEET OF
BILL BOARDS**

As follows, in Lake Co., Ill.

- 75 North Chicago.
- 50 Lake Bluff.
- 75 Lake Forest.
- 75 Fort Sheridan.
- 200 Highland Park.
- 50 Deerfield.
- 150 Libertyville.
- 50 Rockefeller.
- 50 Ivanhoe.
- 100 Grays Lake.
- 100 Lake Villa.
- 250 Antioch.
- 25 Milburn.
- 250 Russell.
- 150 Wadsworth.
- 250 Gurnee.
- 100 Warrenton.
- 1000 Waukegan.

3000 Total Running Feet.



Chicago, 35 miles. Population, city, 10,000. Population, county, 40,000. Best Summer Resort County in the State. Fine Fishing, Government Piers, Steamboat Landings. 50 Minutes Run to Chicago. 2 Special Theatre Trains Daily. 35 Passenger Trains Daily.

Circular Addressing Department is under the management of CLINTON BURNETT, who had years of experience in this line.

G. RUNEY & SON,
Bill Posters and Distributors,
WAUKEGAN, ILL.

G. RUNEY. STANLY M. RUNEY
JOE B. RUNEY. C. E. RUNEY.

Signs, Snipes, Circulars, Pamphlets and all kinds of Advertising Matter distributed. Display Show Windows. Bill Boards to Lease. Three Teams on the Road all the time. Contracts taken from Waukegan to Chicago. Revised list of 5,000 Tax Payers for sale.

5c. per Sheet 30 days Guaranteed, Protected and Renewed Showing.

REFERENCES:—Bradstreet, Dunn and Security Savings Bank.

J. H. DAY & CO.

COURT, BROADWAY

and

EGGLESTON AVENUE,

CINCINNATI, O.

35 MURRAY STREET, NEW-YORK.

**You
Must
Know**

That primitive methods are out of date in this era of machinery. This applies to the manufacture of paste for bill posters as well as to the most extensive industry whose machinery investments represent millions.

You can't afford to mix paste by hand. Economy dictates the use of our machines for the purpose.



**Our
Machines
Save**

Time, trouble and material. You need them in your business. We have sizes for small plants and sizes for large plants. Some are operated by hand, some by power. No bill posting establishment is complete without our machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

BILL POSTERS' PASTE BRUSHES.

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

The "Nonpareil"

No good brush is cheaper than this brush

PRICES.

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



The "Unexcelled"

No good brush is better than this brush.

PRICES.

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

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

EVERY BILL POSTER ADVERTISER

WANTS AND NEEDS

PROFITABLE ADVERTISING

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

February issue contains valuable article by O. J. GUDE,

New York's great sign man. Also illustrated article on Outdoor Advertising.

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

KATE E. GRISWOLD,
Editor and Publisher.

13 School Street, BOSTON MASS.

STEINBRENNER'S CINCINNATI		Competent	MEN.
DISTRIBUTING		Reliable	MEN.
SERVICE		Honest	MEN.
		Sober	MEN.
		Experienced	MEN.

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

Circulars	\$1.50 per 1000	Address:	W. H. STEINBRENNER,
Folders	\$1.75 per 1000		811 Vine Street,
Booklets	\$2.00 per 1000		CINCINNATI, O.
Almanacs	\$2.00 per 1000		
Samples	\$2.00 per 1000		

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:

J. T. ELMORE & CO.
BILL POSTERS,
76 MADISON ST. CHICAGO.

By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters. Office, Donaldson Litho. Building, CINCINNATI, O.

R. R. WHITE,
MAPLE VALLEY, IND.

Distributes Circulars, &c., in five counties. No Boys. Best Work. Best references. Write.

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

Fort Wayne City Bill Posting Co.

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

SPECIAL STANDS.
Send one (\$1) dollar and reading matter for a sample 20-sheet stand, imitation litho in colors. New Process. Fine work. Great for Special Sales, etc. We are also City Bill Posters and Distributors. Signs painted and tacked. Address, MARION ADVERTISING CO., Marion, Ohio.

I have compiled a list of 2764 names and addresses of people living in Spartanburg County, S. C., whose tax returns exceed \$500. I will mail a neatly type-written copy of it to any address for \$1.00. Chas. H. Henry, Mgr. Daily Herald, Spartanburg, S. C.

1000 Circulars, size 9x12 or smaller mailed in ten days for \$1. 100, 10c. silver Small papers mailed for 2c. per 100. Satisfaction guaranteed. Address J. T. LUMPKINS, NEVA, VA.

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

Do you collect Art Posters? See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year. Send 10 cents for sample copy. WILL. M. CLEMENS, Publisher, P. O. Box 1716, New York.

The Best Service, and Testimonials to prove it. Control Boards—Passaic, 20,000 Rutherford, 7,000 Garfield, 2,000 Contract for Paterson, 100,000 Distributing in all of the above cities. PASSAIC ADVERTISING CO. M. C. WHITEHEAD, Sec. PASSAIC, N. J.

"The Bill Poster"

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

HIGH-CLASS Half-Tone ENGRAVING.

SEND good Photograph and Get a Good Cut.



PRICES:

3x4,	\$3.00
3½x4½,	3.25
4x5,	3.50

PRICES:

2x3,	\$2.50
2¼x3¼,	2.65
2½x3½,	2.75

SEND The Money With The Order.

The Helleberg Photo-Engraving Co., Cincinnati

Correspondence Solicited.

1896.

THE DONALDSON GUIDE

3d Edition now in process of compilation.

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

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

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

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

PUT AN AD IN

It will bring you business.

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

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

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

W. H. DONALDSON,
Cincinnati, Ohio.

Mauberret's Printing House, Limited

Printing **Posters** Work
in ALL its all sizes all styles. THE FINEST. Prices THE LOWEST.

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

ELDER, JENKS & RABORG



'Excelsior'
Circus Paste
—AND—
BILL POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made. Will not come apart. Used and recommended by Barham, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.
Price \$30.00 per doz.
\$3.25 Each.
Extra Extra for Circuses.
\$40.00 per Doz. \$4.00 Each.
Sent C. O. D. to all parts of the Country
ELDER, JENKS & RABORG
Brush Manufacturers.

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

ROOSEN INK WORKS.

66-68

JOHN STREET,
BROOKLYN, N. Y.

MANUFACTURERS OF
PRINTING AND
LITHOGRAPHING
INKS
AND DRY COLORS.

CHEW GOOD TOBACCO.
SHAKESPEARE PLUG TOBACCO
CHAMPAGNE FLAVOR.

Is made from the best selected Kentucky Buxley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.
Sent by mail in neat paper boxes,
1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c.

IT'S AN ELEGANT CHBW.
FALLS CITY TOBACCO WORKS,
117 & 119 Bullitt St., Louisville, Ky.

Let's Get Acquainted?

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

Eagle Printing Ink & Color Works
148-152 Monroe Street, Chicago.

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

Printer's Ink Helps Advertisers!

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

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

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

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

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

10 Spruce Street, New York.

When you write, mention *Billboard Advertising*.

DEAFNESS CURED
And MURKIN HEAD entirely overcome by Peck's Pat. Impr'd TUBULAR EAR CUSHIONS. Whispers, Conversation and Music heard. Comfortable, Self-Adjusting and Pleasant. Successful when all other Remedies fail. Sold only by F. HISCOX, 253 Broadway, Cor. 14th, New York. CALL or WRITE for ILLUSTRATED BOOK OF PROOFS, FREE. NO AGENTS.

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

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

ACME CYCLE COMPANY,
ELKHART, IND.

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

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

WE HAVE NO AGENTS
but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfactory. 100 styles of Carriages, 50 styles of Harness. Send 4cts. for 112 page catalogue.
ELKHART CARRIAGE AND HARNESS MFG. CO.,
No. 718 1/2 \$35. W. B. Pratt, Sec'y, Elkhart, Ind.

HENNEGAN & CO.

PRINT
POSTERS

THAT
WILL

Please the
Patron,
Poster
and the
People.

LOW PRICES.

127 E. Eighth St.



PRINT
POSTERS

THAT
COMBINE

Excellent
Execution
with ...
Pleasing
Effects.

PROMPT SHIPMENTS.

Cincinnati, Ohio.



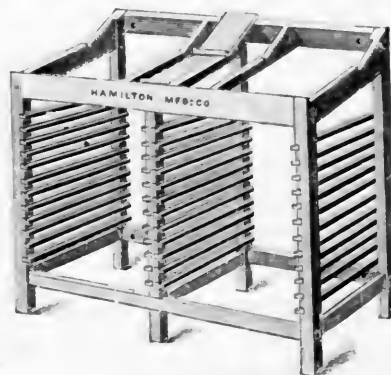
MAIL LIST CABINET.

Our line of Wood Type comprises over 600 different faces, all made in many different sizes. It is the largest and most complete selection of type faces ever shown in the world. We issue seven different catalogues all told. One weighs 10 lbs. But it isn't all dead weight. Lots of good things between the leaves.

Save Your Dollars

Likewise your time and patience. When you want Printing Material GET THE BEST. That is the Cheapest and Most Satisfactory way every time. Our line is unsurpassed, and contains everything used in wood about a printing office. Write to us and tell us of any Special Furniture you want built and we will be pleased to furnish figures for first-class work.

We work in beautiful hard woods and finish all our furniture in the natural color of the wood. No cheap stained furniture leaves our plant. Send to us or your dealer for our catalogue.



PRINTERS' STAND.



SPECIMEN
CABINET.

THE HAMILTON MANUFACTURING CO.

TWO RIVERS, WISCONSIN.

◆◆ Wood Type and Printers' Furniture. ◆◆

LIST OF MEMBERS OF THE Inter-State Bill Posters' Protective Association.

With their Prices, Facilities, &c. Corrected Monthly.

TOWN.	STATE	MEMBER.	POPULATION.	Prices Listed, Protected and Renew'd				Can handle the following			
				30 days	15 days	24 sheets	8 sheets	3 sheets	1 sheet		
Alton	Ills.	Temple Bill Posting Co.	17,000	5c	3 1/2c	15	25	100	500		
Aurora	"	Boru Marvin	25,000	6c	4c	25	35	50	200		
Bellefontaine	"	L. E. Tiemann	20,000	5c	3c	40	20	20	800		
Bloomington	"	Chas. E. Perry	28,000	6c	4c	25	40	225	300		
Carlinville	"	A. J. Turner	5,000	4c	3c	10	16	25	200		
Carrollton	"	W. D. Moore	3,500	3c	3c	3	10	25	100		
Centralia	"	Reinhardt & Moore	8,000	4c	3c	10	25	50	100		
Champaign	"	Seldon L. Nye	10,000	5c	3 1/2c	12	20	50	200		
Charleston	"	J. A. Parker	7,000	4c	3c	15	25	50	100		
Chicago	"	Chicago Bill Posting Co.	1,500,000	12c	9c	545	800	1000	10000		
Chicago	"	J. T. Elmore & Co.	1,500,000	12c	9c	300	400	500	5000		
Clinton	"	Arthur & Savely	5,000	4c	4c	15	25	75	200		
Danville	"	Frank W. Haines	16,500	5c	3 1/2c	25	40	300	500		
Decatur	"	P. G. Stout Sign and Bill Post'g Co.	27,000	6c	4c	45	60	100	300		
East St. Louis	"	Warren & Austin	31,000	9c	6c	40	75	125	300		
Elgin	"	Fred W. Jencks	25,000	6c	4c	35	5	8	20	100	
Elmhurst	"	W. S. Young	2,000	3c	3c	4	8	15	100		
Flora	"	Edwin E. Lewis	2,000	3c	3c	4	8	15	100		
Galesburg	"	O. J. Johnson	20,500	6c	4c	42	30	100	200		
Geneseo	"	Murray Bros.	5,000	4c	3c	4	10	25	200		
Harvard	"	L. P. Card	2,500	3c	3c	5	10	20	100		
Henry	"	Fred S. Schaefer	3,000	3c	3c	7	25	50	200		
Hoopston	"	R. H. Levin	3,500	3c	3c	4	8	15	50		
Jacksonville	"	Geo. W. Starks & Son	15,000	5c	3 1/2c	15	25	100	300		
Joliet	"	DeLong & Biederman	30,000	6c	4c	15	25	75	300		
Kankakee	"	Geo. A. Weblor	10,000	5c	3 1/2c	12	25	30	200		
Kansas	"	Gill & Propst	1,800	3c	3c	4	8	2	75		
La Salle	"	D. F. Cline Bill Posting Co.	12,000	5c	3 1/2c	12	25	35	100		
Lincoln	"	Chas. C. Maxwell	10,557	5c	3 1/2c	20	40	100	300		
Marshall	"	Victor Janney	3,000	3c	3c	8	12	15	100		
Mattoon	"	Chas. Hogue	10,000	5c	3 1/2c	20	32	60	200		
McLeansboro	"	Claude Robinson	2,500	3c	3c	4	6	20	50		
Mt. Vernon	"	Col. Malone	7,000	4c	3c	4	12	25	75		
Murphysboro	"	J. J. Friedman	10,000	4c	3c	5	10	25	100		
Neoga	"	Simpson & Abercrombie	1,200	3c	3c	4	8	25	75		
Oak Park	"	Western Bill Posting Co.	50,000	8c	6c	20	32	200	500		
Ottawa	"	F. A. Sherwood	12,000	5c	4c	12	20	50	200		
Peoria	"	Lou Roley	7,000	4c	3c	12	25	12	200		
Peru	"	L. A. G. Schoff	6,000	4c	3c	15	25	50	100		
Peru	"	Chamberlain, Barhydt & Co.	62,000	9c	6c	100	200	300	500		
Petersburg	"	Bernhart Steil	9,000	4c	3c	5	15	20	50		
Rock Island	"	J. C. Bishop	4,000	3c	3c	6	12	15	100		
Springfield	"	Steve F. Miller	40,000	8c	6c	20	35	100	600		
Tolona	"	Horn Bill Posting Co.	30,000	6c	4c	20	35	100	500		
Urbana	"	A. H. Smith	1,200	3c	3c	4	8	10	50		
Vandalia	"	Seldon L. Nye	5,000	4c	3c	6	10	25	100		
Watseka	"	J. M. Enck	3,500	3c	3c	5	9	15	75		
Waukegan	"	Braden Bros.	3,000	3c	3c	4	6	10	75		
		G. Runey & Son (18 cities)	12,000	5c	3 1/2c	20	32	200	300		

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Scale of Prices Adoptr for Listed, Protected and Renewed 30 Days' Display.
1,000 to 5,000 Population per sheet 3 cents.
5,000 to 10,000 " " 4 cents.
10,000 to 20,000 " " 5 cents.
20,000 to 40,000 " " 6 cents.
40,000 to 60,000 " " 8 cents.
60,000 to 150,000 " " 9 cents.
Over 150,000 " " 12 cents.
One Sheet, 15 days 3 cents.

Write for free sample copy *InterState Guide*.
CLARENCE E. RONEY, Sec'y, WAUKEGAN, ILL.

UP TO DATE. ADVANCED IDEAS. WATCH US GROW.

POST NO BILLS

**THE
O.J. Gude Co
OUT DOOR
ADVERTISING**

New York.

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

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

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

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

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