

# BILLBOARD

## ADVERTISING.

VOL. VII., No. 10.

CINCINNATI, NOVEMBER 1, 1896.

PRICE 10 CENTS  
PER YEAR, \$1.00

### POSTER THOUGHTS.

By CHARLES AUSTIN BATES.

The first impression on the human brain is a picture through the lens of the eye—a picture of a new world.

All the lessons of sea, sky and land—all of Nature's direct teachings—are picture lessons.

The "eye is the window of the soul." It is the telephone to the mind, the memory and the emotions. "Glances are the first billets-doux of love."

Is it any wonder then, that illustrated advertising—picture advertising—is the best advertising?

It is so much the best that I will cheerfully, in almost every case, cut my advertising in half in order to put a picture that is striking, attractive and apropos in the other half. It is the same with a booklet.

There are not three men in ten who can deliberately trample on and walk over a booklet lying on the pavement, after their eye has been caught by a good picture on its cover. They must pick it up.

I do not, by any means, commit myself unreservedly in favor of the present poster-ad. I believe it has its field and has come as a fixture in advertising.

It is valuable to advertisers of high-class, costly, artistic articles that appeal to people of artistic tastes.

For instance, the poster ad is one good way to advertise a high class magazine.

In the American poster of the future the artistic will be greatly subordinated to the practical features. The striking color contrasts and effects will be retained, but the poster will also tell a story of facts. Americans read and dissect advertisements.

I should like to put the striking color effects of one of Cheret's posters, if such a thing were possible, into every ad that I wrote, but—I should still want the common sense pleading of the letter-press to predominate.

I do not see the use of button-holing a man unless you have a story to tell him. A striking picture will stop a man—an artistic picture will please him—but it takes talk, straight from-the-shoulder-talk, to make him put his hand in his pocket and spend money.

When the poster-people recognize these facts—when they realize that the artistic feature of the poster only stops people and pleases the eye—but that it takes special pleading to actually sell goods—the field of poster advertising may be greatly extended.

It may then take its place as a thorough-

ly business-like, practical form of illustrated advertising, and cease to be "a craze."

As "a craze" its run is necessarily limited. Those who are interested in it must get down to business principles if they want it to maintain its place in American advertising.

All the striking and artistic features may be retained, but—artistic features alone won't sell goods. To a large extent, the poster must come off of its exclusively-artistic perch, and talk business in type

### "BILL-POSTER."

This periodical has completed the tenth year of its existence, and is still as useful and serviceable as ever. Its circulation is mainly confined to members of the Association and advertising firms and experts. We have a goodly number of subscribers in America, where the craft is keenly alive to every movement in the advertising world.

It is interesting to note that a periodical with the same title is being issued in

### A LEADING QUESTION.

St. Louis, Mo., Oct. 28th, 1896.

BILLBOARD ADVERTISING.

Gentlemen—I am thinking seriously of putting a very considerable portion of our appropriation for 1897, into posters, and in order to frame my schedules intelligently, I would be under many obligations to you, if you will advise me how I can find out what quantity is necessary to bill the various cities of the country. By this I mean the rule generally observed in apportioning the quantity of sheets, to the population of the town.

Very respectfully,

W. F. H.

Divide the population of the town by one hundred, and the quotient will be the number of sheets required for what is generally known as ordinary billing. This rule however, does not always hold good. In certain cities where the boards have been intelligently handled and a first-class service maintained for years past, advertisers are very partial to them, and consequently the boards are not only well covered but there are vast numbers of boards to cover. In order to get a prominent showing, considerably more paper is required than will answer for towns in which like conditions do not prevail.

Then too, there are different grades of billing. They range all the way from ordinary to extraordinary. Light billing may suffice in one section of the country, whereas the very heaviest may be necessary in another. In the smaller towns, especially those of five thousand and under, it is very difficult to keep within the limit by reason of established precedent. The paper for instance consists of a twenty-four sheet stand, a three sheet, a one sheet and a half sheet snipe. In the ordinary course of billing, one three sheet, three whole sheets and eight half sheet snipes ought to be enough for a village of one thousand inhabitants. But wherever the circus has penetrated, over billing has been the rule, and the precedent once established must be maintained. As a consequence the village not only gets the ten sheets of small paper, but a stand as well, and mayhap additional small stuff. Better entrust your initial appropriation to some one of the numerous agents who make a business of this sort of thing. It is impossible to answer your query fully. It embraces the alpha and omega of the science of bill posting and no one has yet completely mastered that science.

Plato, of Frisco.

Arthur M. Plato, Solicitor General of the Pacific Coast Bill Posting Association, has removed to New York. His address in the Metropolis is care of the Bankers' and Merchants' Advertising Company, 61 Broadway.



M. F. SPRENGER.

equally as catchy, and language equally emphatic, as its color scheme.

I do not think it necessary that it should be spotted all over with lettering.

The facts—the story of the article must be told—but with any article that can be successfully advertised by poster—that story can be told by an expert in brief, catchy sentences.

The poster has come to stay—how largely depends upon its prompt vaccination with the virus of advertising common-sense.

America by the Association there. There is likewise a Canadian *Bill-Poster*, circulated under the auspices of a new Canadian Association recently formed. The title is ours, and our friends on the other side have simply copied it, being unable, we assume, to find a better; but BILLBOARD ADVERTISING, the pioneer of bill posters publications in America, strongly advised the Canadians to select another title.—*Seventh annual report of the United Bill Posters Association of Great Britain.*



### For the Good of the Order.

A Few Remarks from Sam W. Hoke.

I was rumaging through the kitchen the other night (and I'm not going to tell you what time o' night it was, either), when I spied an article of canned goods with such a nice label on it that I thought it ought to be advertised on the billboards. I took the can and placed it in water, intending to soak off the label and make up a sketch for a poster, to submit to the canners' pasting the label on a portion of the sketch, and thus save the trouble of drawing that portion. The next morning I tried to get that label off the can, but it wouldn't come; I put it into warm water, and left it, and didn't see it again till evening, but it continued to stick closer than a poor relation. I have not yet got that label off, and I am now trying to induce those canners to part with the recipe for making that paste. If I can get it, I may turn benefactor, and give it to every bill poster that wants it. The use of this paste would put an end forever to shabby looking billboards

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Why do poster printers never put borders around posters? My paint education makes a sign, whether a printed sign or a painted sign, look incomplete without a border of some kind. But it is a difficult matter to get the printers to put borders onto posters; and when I get through remonstrating with the printers they say, "what's the use? The bill poster will paste the next stand right over the border clear up next to the lettering." Do you?

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### O, For a New Word.

If he is a bill poster why does he not post bills instead of posting posters? And if he posts posters why isn't he a poster poster? The nomenclature of this business is driving me to Hire's Root Beer. I get to talking to a prospective (or perspective) customer about a beautiful poster, and first thing I know he thinks I am talking of Harry Munson. And if I speak of a beautiful bill, he thinks at once of that new dollar that is just being placed upon the market the one where Youth is telling History that he's getting a big boy now, and begging History to wait for him. I suppose that "bill posters" is too old a word to ever be got rid of, but all the same a "bill" ain't a poster any more than a side-show is a circus, Webster to the contrary notwithstanding.

### TO THE MEMBERS OF THE INTERNATIONAL BILL POSTING ASSOCIATION:

Your special attention is called to the firm of I. Pieser & Co., 132 W. Washington St., Chicago, Ill. We persuaded this firm to try the members of the International in the interest of their "Uncle Jerry" Pan Cake Flour. They now claim that our members with three exceptions (Fou Du Lac, Sheboygan and Lincoln, Ill.) are overcharging them on the one-sheet work, all the way from 4 cents to 9 cents per sheet (for one-sheet work). This method of doing business will hurt us all and the practice should be stopped at once.

The scale of prices for one-sheet work is 3 cents for 15 days' showing, and when some of our members attempt to charge as high as 3 cents per sheet, it is no wonder that advertisers complain. Remember the advertiser has no high prices to pay, especially so, during these stringent times and it is hoped that all members will try and conform to our present scale of prices.

D. R. Talbert, Lock Box 248, Chicago, Ill., desires you to write him about all the little towns around you, as he wishes to contract for the smaller towns this fall and you should write him at once for full particulars.

We would like to have each member write the secretary at least every 30 days, how he is getting along, what paper is being posted in his vicinity and such other items as might be of interest in compiling a monthly report for our members.

Some of the members have not as yet paid their dues; to those who have have not it is earnestly hoped they will.

President Schaefer has secured the contract for 1000 stands "Wool Soap" paper.

Next month we will send you a list of names of those who are doing advertising at the present time. Let us push things for the next 60 days and see what can be accomplished. A great deal can be done if you will put your shoulder to the wheel and help push the load over the hill. Hoping to hear from each and every one of you, we are,

YOURS fraternally,  
CLARENCE E. RENEV, Secretary.  
P. F. SCHAEFER, President.

### Personal Mention.

Ellis F. Sparrow, of Vincennes, Ind. is a practical stage carpenter as well as a first-class bill poster—Lou. Roley of Pana, Ills. takes his own medicine, in other words, he advertises his own business on his own boards—C. Harry Graham, manager of the Washington Bill Posting and Advertising Co., at Tacoma, Wash., is highly spoken of by traveling salesmen and advertising agents.—A. B. Schanz, advertising manager of the Sterling Remedy Company, (No-to-bac and Cascarets,) writes that that well-known house is contemplating an extensive bill posting campaign. Mr. Schanz's office is at Inkana Mineral Springs, Ind.—Mize & Johnson now control the boards at Americus, Ga. Their office is at 412 Lamar Street, that city.—Phil. Oliver, of Findlay, O., writes that business is rather quiet.—Dillons Cross Roads Bill Posting Co., of Normal, Ills., makes a specialty of country routes.—Jos. E. Girard of Erie, Pa., writes that on October 6th he took out a gang of men, and stripped, repaired and generally overhauled his boards. After he had put them all in first-class condition, he learned that his opposition has been following in his wake, photographing the boardings in their bare and unsightly condition. He surmises that it is for the purpose of influencing advertisers against him.—Crittenden & Co., of Centralia, Ills., write us that they own and control all bill boards in that city.—H. E. Root, of Laromie, Wyo., has joined the International Bill Posting Association.—The Tampa Advertising Co. is a new concern which control the boards at Tampa,

Fla. In addition to bill posting and distributing they will also devote considerable time to street car and hotel advertising. They have a fine line of printed bulletins, and are now doing a splendid business. H. L. Beth-His manager and W. A. Hampton, secretary and treasurer. Their offices are located at 502 Twigg Street.—The Capital City Bill Posting Co., of Albany, N. Y., have removed their offices to 42 State Street, that city.—The firm of Hite & Hudley of Paris, Ky., has been succeeded by W. W. Dudley & Co.—Whitmer & Felbrick are making a thorough canvass of Buffalo's business houses in the interest of holiday and commercial posting.—L. I. McIvaine of Houston, Tex., has bought out John McDaniel, and will henceforth devote all of his time and attention to bill posting. He has added 1300 feet of boards to his plant, all of matched lumber, and all on street car lines. Mr. McIvaine has joined the International Bill Posting Association.

The American Bill Posting Co., of Brooklyn, New York, has purchased a half interest in the Hammond Bill Posting Co., of Pittsburg.

The "Daily News," Pittsburg, is the latest paper to utilize the boards. The Donaldson Lithographing Co. of Cincinnati, secured the order. All cities adjacent to Pittsburg will be billed:

The *Bill Poster* (the Canadian publication) has changed hands and will hereafter be published by Acton Burroughs of the Acton Burroughs Co. The offices have been removed to 29 Milind St., Toronto.

A few years ago a couple of young men, as unscrupulous as they were enterprising, went to a thriving Western town and while everybody in the town was asleep plastered the billboards and fences all over with the cabalistic placards:

"THEY ARE COMING."

The people in the town puzzled themselves for several days as to what was the meaning of the announcement. They wondered who were coming, where they were coming from, when they were coming and what they were coming for. It was a seven days' wonder, the topic of conversation for breakfast, dinner and supper, the last thing thought of at night and the first thing discussed before prayers in the morning. While curiosity was still keen as to what could be the meaning of the placards, the town was again paid a nocturnal visit and in place of "They Are Coming" was

"THEY ARE HERE,"

and in small letters under the big caps was the statement, "They will be in the opera house at 8 o'clock this evening. Admission 25 cents." There were very few people left in their homes on the evening in question in that Western town as a result of this mysterious announcement. They flocked to the opera house. One of the young men referred to at the beginning of this article acted as ticket seller, the other as ticket taker. Interest was on tiptoe. Everybody was on the qui vive to see the curtain go up. Precisely at 8 o'clock the ticket seller and the ticket taker left the opera house building as the curtain went up in accordance with the announcement, when lo! on the back part of the stage, strung in full view of every one in the audience, were the words in larger letters than used on the billboards,

"THEY ARE GONE."

### SOME POSTER POETRY.

NIXON WATERMAN.

Oh, the weird, wank, wail of the billy-go-bing,  
And the shriek of a whimpering loon;  
And the simpering sigh of a dragon fly,  
From the thitherward side of the moon,  
"Just tell them you saw me;" they'll know all  
The rest.

You've sung it so often before  
And the next day it snowed and the next day it  
blowed,  
Not any, none, never, no more.

Oh, the drip, drip, drip of a leaky ship,  
And the boy, oh, where was he?  
I don't care a cent which way he went,  
For I get my wages,—see?  
And there ain't no ship and there ain't no shore,  
And there ain't no earth nor air;  
And there ain't no nothing any more,  
Nor never was, anywhere.

Oh the wheels go round or they cut across,  
And the curfew shall not ring,  
For the purple cow is dreaming now  
In a bright red grape-vine swing.  
"I am not mad!" Nay, not a bit!  
But I'm onto my job, you bet?  
For I'm trying to write some lines to fit  
The posters that I get. —L. A. W. Bulletin.

### M. F. SPRENGER.

The firm of Sprenger & Sweet, bill posters and distributors, of Pockepsie, N. Y., has been dissolved, Mr. E. B. Sweet disposing of his interest and withdrawing entirely from the business.

M. F. Sprenger, "The Honest King" Bill Poster and Distributor, will continue in the business giving an honest and reliable showing to all who may favor him with their patronage. Mr. Sprenger for the past five years has made bill posting and display advertising a study, having his paper displayed to the best advantage and always making it a point to keep his bill boards in an attractive manner, so that it is a pleasure for the public to look upon them. Mr. Sprenger has introduced modern methods and conducts his business on a business basis, space on his boards are for sale the same as spaces in the columns of the newspapers.

He has no competition with the opera house, but devotes his entire attention to commercial bill posting making it a specialty advertising all classes of merchandise. In connection he carries a full line of commercial posters both in plain type and lithographic work suitable for any line of trade and estimates on printing and posting in large and small contracts. Mr. Sprenger is one of the new school bill posters progressive and conscientious. He never has a dissatisfied customer.

### MARRIED.

H. H. TYNER, OF SPRINGFIELD, OHIO.

Mr. H. H. Tyner, familiarly and affectionately known as Henry to a large number of the craft throughout the country, was quietly married at nine o'clock on the morning of Wednesday, October 21st, to Miss Maggie Reising. The bride, who is a most charming and estimable young lady, is a sister of Prof. John Reising, the musician. Her father lives in Minster, and another brother, Mr. Ben. Reising, also a musician of considerable note, is a resident of Detroit. Immediately after the wedding breakfast the happy couple left on the wedding trip, which embraced visits to Cincinnati, O. and Detroit, Mich. Mr. Tyner's legions of friends will unite in wishing him and his bonny bride, long life and happiness.

### DIED.

Lloyd Moxley, the veteran bill poster of Washington, D. C., died October 22nd.

A great deal of well deserved praise is being bestow'd upon the various styles of Date Books and Route Books published by The Correspondent Show Printing House, Plaquemine, Ohio. We have samples of these publications before us. They are elegant.

The window and wall work turned out by this enterprising and progressive Show Printing House, takes rank with the finest productions in its lines, while its work in the neater lines of street and house work, is unsurpassed by any house in the business.

# WHAT THE DISTRIBUTORS ARE DOING

Alpha Pills, Detroit, Mich., are asking bids from distributors.

All members of the I. A. of D. are requested to write to Dr. Sanchez, 61 Fifth St., Detroit, Mich.

All members of the I. A. of D., who desire an electro plate of the uniformed distributor which the association is using on their stationery, are advised herewith that they can procure one by sending fifty cents to W. H. Steinbrener, 811 Vine St., Cincinnati, O.

The following firms are dealing with distributors direct, viz:—

F.ost Homeopathic Remedy Co., Springfield, Mass.; Pasteurine Gum Co., St. Louis, Mo.; Indianapolis Brewing Co., Indianapolis, Ind.; Magic Yeast Co., 897 Ashland Ave., Chicago, Ill.; E. L. Dobbs & Co., Patterson, N. J.

We are indebted to W. H. Case, of Fort Wayne for the list.

## Personal Mention.

W. A. Books, 614 Third Street, Macon, Ga., is a distributor who has recently added bill posting to his business.—Geo. W. Vansyckle succeeds Vansyckle & Hole, of Indianapolis.—Will. A. Stevens, of Coldwater, Mich., has joined the I. A. of D.—John H. Owen & Co. are hustlers. If there were more like them, the business would advance rapidly.—H. Jos. Harth, of Paducah, has the local trade of his city well under control. It amounts to 10,000 pieces monthly and is growing. Mr. Harth thinks that other distributors could supplement their incomes handsomely by looking after work of this class.—W. H. Case secured the bill posting and distributing for Fort Wayne of the Hamlin Wizard Oil Co.

## Diseased Grey Matter.

Things of beauty are not all joys forever, nor do they all bring business. A pretty ad is all very well, but—what then? Will it bring business? If not, it might as well be as ugly as a mud pie. That's the trouble with our poster friends. They get up beautiful designs, but what is there about them to sell goods? If there is nothing back of the beautiful design, they won't sell goods.

No reason why they should. And the sooner our "thing of beauty" friends realize this fact, the better.

We clip the foregoing paragraph from *Brains*. Whoever evolved it ought to send his brains to the bug-house for repairs. The statement is a self-evident truth, indeed we might say an advertising axiom when the author informs that this venerable chestnut is more applicable to posters than any other class of advertisements, he demonstrates that he is unduly biased and consequently unworthy of being seriously considered.

The following from a recent issue of *Printers Ink* is equally profound or brilliant as you choose:

Posters are often washed off walls and fences by rain. If anything, newspapers are read more in wet than dry weather. The point is obvious.

The fact is, the poster is the most direct, powerful and economical advertising of the age. Mercantile houses who have used them intelligently testify to the truth of this observation by continuing to use them and by diverting more and more of their appropriations into this avenue every year. The *New York Journal* and the *Chicago Record*, the two newspapers of the country who can show substantial progress of late, are building up their circulations entirely by posters. The poster is here. It has come to stay and no amount of drivel like that quoted above is going to effect its popularity.

## NEW YORK NOTES.

Harry Munson is placing Wool Soap again, not only in New York but throughout the eastern cities.

Two of the theatres are unable to post anywhere in the city because of unpaid bills with one or more members of the city association.

Sam W. Hoke has secured the Hyomei business, and is getting out a twelve-sheet and a one sheet, both in four printings. The first contracts will be for four months posting.

Koch & Co., a department store of Harlem, has a seasonable cloak poster on the up town boards, and Macy it is expected will follow soon throughout the metropolitan district.

The numerous designs and sketches that have been ordered to be produced and posted "after the election" will swamp the fraternity if ten per cent. of them adhere to their determination.

What effect can an election result have on the sale of consumption of whiskey? "Cream Pure Rye" whiskey has a very handsome sixteen-sheet concealed somewhere in the city, and it may or may not make its appearance after the election.

The Columbia Soups and Catsups, made by the Mullen-Blackledge Co., of Indianapolis, have sprung a twenty-sheet on us, showing what the Youth's Companion would term "a yard of smilers," all tickled almost to death because the old gentleman has brought home some of these good things.

Everybody knows that the *Journal* is posting; everybody knows because they have a new poster at least once a week, and each new one seems to be just a little better than its predecessor. In spite of the fact that the *Journal's* politics is obnoxious to New Yorkers, its circulation continues to grow—if not on account of bill posting, then why?

# Poster Printers

About the biggest scheme ever launched in the poster printing business is now on the tapis. The movement looks to the amalgamation of the Courier Litho. Co., of Buffalo, N. Y., The Erie Litho. Co., of Erie, Pa., and three large Cincinnati firms, The Russell & Morgan Co., The The Enquirer Job Printing Co. and The Donaldson Litho. Co. These five firms practically control the circus poster trade and their consolidation into one concern would vastly reduce operating expenses and losses arising by reason of bad accounts. It is argued too, that many evils arising from price cutting could thereby be abated. The father of this gigantic undertaking is Mr. John F. Robinson the famous showman, who is a large stockholder in the Russell Morgan Co.

It is needless perhaps to say that developments will be eagerly awaited by other show printers.

## Personal Mention.

T. R. Dawley talks interestingly on "Poster Advertising" in the September issue of *Profitable Advertising*. Mr. Dawley is the president of the Great American Engraving and Printing Co., of New York.—Thos. S. Dando had an able article on the New Poster Art, in a recent issue of a Chicago publication.—The Enquirer Job Printing Company is doing a big business.—Hennegan & Co., of Cincinnati, are printing 5,000 sixteen-sheet stands, and 25,000 one-sheets, for Dr. Raibert's Pine Tar Gum. They are going to bill the entire country.—The Libbie Show Print of Boston are running their large plant to its utmost capacity.—The Central

Show Print of Chicago are turning out some fine work.—T. R. Dawley, of the Great American Printing and Engraving Co., recently figured on a calendar job, that involved an immense amount of careful figuring and manipulating, in order to correctly estimate its cost. He was anxious to know just how many printers could sit down and figure it out to the best advantage.—The Detroit Free Press Job Room were visited by fire on October 4th, and sustained quite a loss; but thanks to their hustling proclivities, they are better equipped for turning out their work than ever before.—P. U. Haber, of Fond-du-Lac, Wis., is both bill poster and show printer. He has quite a large plant.

## IS READY FOR BUSINESS.

The Detroit Free Press Printing Co. Did Some Hustling.

Manager Thomas Williamson, of the Free Press Printing Co., has given an exhibition of hustling in these dull times that is really inspiring. A week ago to-day fire destroyed or water made useless as complete a show printing and job office as there was in the country, and to-day it is again open and ready for business. Paper for dozens of theatrical companies was ruined but the blocks from which it was printed were fortunately preserved in the vault specially built for their preservation. Most men would have been dismayed when they viewed the wreck of machinery and stock, and the practical destruction of type and cases and cabinets. But Mr. Williamson was equal to the discouraging conditions, and before the firemen were out of the building he had the wires warm with orders to type foundry, paper mills, printing machinery makers and dealers in printers' supplies with orders for new material. Securing a remarkably quick adjustment of the losses, Mr. Williamson threw a large force of workmen into the dismantled building and as a result of their well-directed efforts the plant was quickly put in order. Machinists soon had the presses in good working condition, the job men were busy laying new fonts of type, and the artists were active in cutting engravings of ruined designs for the show printing department. It was hustle from early morn till dewy eve, everybody making every move count, and the gratified sigh that went up from the overworked force Saturday night told that the job was finished.

Mr. Williamson says he will run the establishment night and day to catch up on the orders destroyed and that new orders in all departments will receive prompt attention and quick dispatch, with promise of the use of all the latest designs in type faces.—*Detroit Free Press, Sun-day, Oct. 11.*



Poster, designed especially for BILLBOARD ADVERTISING.

Idea by Ask for Hannerty. Designed by Hesse. Engraved by Sanders.

# Billboard Advertising

PUBLISHED MONTHLY AT

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

BY

BILLBOARD ADVERTISING CO.,

JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

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

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

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

The Editor cannot undertake to return unsolicited 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.

NOVEMBER 1, 1896.

WITH this issue BILLBOARD ADVERTISING enters upon the third year of its existence. It is customary upon a periodical's birthday for the publishers to celebrate the occasion by tossing a few bouquets to themselves. In this connection we wish to observe, that we can review the first two years of the paper's life with considerable satisfaction. We feel that we have made it informing and we believe helpful. We are firmly convinced that it has been newsy, and we know that while we have ever been fearless in defense of our own convictions, we have always been fair toward those who entertained opposite opinions. For the future we have no promises to make, no hackneyed platitudes to offer. We will only state that something totally unexpected and unlooked for will have to develop, before we will alter or depart from the methods and editorial policy we have hitherto pursued.

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NOVEMBER brings Thanksgiving Day. This affords us an opportunity to celebrate our anniversary with a Thanksgiving special, colored cover, etc. We have all of us much to be thankful for this year. All America can give thanks that the most trying, exasperating and disquieting presidential campaign that the country has ever experienced, is finally over, and that that momentous issue, the currency question, is laid to rest for at least four years to come. Bill posters, sign painters, distributors and managers of fairs also have much to be thankful for. The deadly dullness that has almost asphyxiated other lines of business has indeed dealt gently with theirs, and they are consequently now in vigorous condition financially to take up the battle for business

under the improved conditions which are certain to ensue shortly.

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MANY complaints have reached us of late from bill posters in the smaller towns on the Pacific Coast. It seems that heretofore the Beeman Gum Co. has dealt direct with the bill posters in this region, but this year decided to place their paper through the agency of the California Ad-Signs Co., who are bill posters in San Francisco. The consensus of complaint seems to be that in consequence of the change, the small towns are receiving but one fourth the customary quantity of paper and the San Francisco people are blamed for it. Some intimate that they have received the customary amount of paper with which to cover the coast, but are posting the major portion on their own boards. We know nothing of the merits of the dispute but if the accusations are well founded, we have no hesitation in stating that the Ad Signs Co. are pursuing a very short-sighted course.

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If there is one thing that bill posters in the large towns need more than another, it is—bill posters in the small towns.

Once assured of first-class reliable service in towns and villages, advertisers would adopt the boards almost to the exclusion of every other avenue of publicity. Where there is one on the boards now there would then be a hundred, for they could then cover the entire country without recourse to other mediums.

At present though, the bill poster in the small town does not find his boards overly remunerative. Very few of them even when devoting considerable time to distributing can make a living in this manner, and have to combine other pursuits with bill posting in order to make both ends meet.

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THIS is owing to the fact that he gets the lowest price for his service, and also by reason of the increased cost of checking work in the small towns. This at present deters the middlemen from working the small towns for the expense to the advertiser is materially increased in spite of the lower rate charged. Increased cost of transportation also operates against them.

But nevertheless there are many of them struggling to build up a business, and their efforts should meet with every encouragement that their brothers in the cities can give them. So important is it that they should succeed that it has even been suggested that subsidies be made them. This of course is not practical, but those fool craftsmen who make a practice

of treating them unfairly, speaking slightly of their efforts and offering them needless affronts should be promptly and effectually called down.

## What is the Middleman's Excuse for Existence?

Why does a middleman ask and receive commissions, and why should the bill poster refuse to give these commissions to the advertiser who posts direct? Why isn't the advertiser's money just as good as the middleman's?

These are some of the questions that are worrying the fraternity just now, and they are questions that have worried other classes of business in the past, and that will worry "posterity" in the future. The newspapers have contended with this question since long before I can remember, and the strong ones have settled it very decidedly to their satisfaction. There are newspapers that never cut their rate, and these papers make very careful and searching inquiries regarding the middlemen before they allow even him commissions. And the newspapers that allow "commissions" to the advertiser who deals direct is the weak sister that cuts the rate to anyone; and the expert agent or middleman usually knows bottom here and is able to not only get ordinary agents' commission but a large excess as well, which he can turn over to the advertiser.

But why should bill posters pay middlemen a commission? In the first place, because it is cheaper for them to do this than to have a representative call upon the advertiser and induce him to give that particular bill poster a few sheets of paper. And, because the middleman has probably been the first, the second, the sole cause of inducing the advertiser to do bill posting, or to even remotely consider the matter. And, because the middleman is in position to know of the advertisers' responsibility, and to steer clear of those who are not responsible. And, because he guarantees (or should if he don't) the payment of the bill, and promptly, no matter whether the advertiser ever pays him or not.

There is probably not a bill poster in existence that don't lose more in bad debts in a year than he pays in commissions to all the middlemen combined. The middlemen can't afford to take chances with every fly-by-night that comes along and offers a little paper to him; he knows that if the bill isn't paid it means solid cash out of his pocket to the bill poster, while the bill poster reasons when the same man comes to him that "Oh well, wot the 'ell.—the boys are sitting around anyhow, and he *may* pay sometime; and if he does I'm so much ahead."

But there are advertisers with financial records that are well known and beyond question, and whose promise to pay is known by everybody to be as good as the cash in hand; now why should this advertiser be refused the agent's commission? Because, no business can get along without help of some kind; every store-keeper of every kind, has one, or two, or more clerks or salesmen, and these clerks or salesmen have to be paid, and the store-keeper must add a certain per cent. to the

cost of his goods to pay for this help; he possibly might get along in a way without any of this help, and find that some few people would come along and insist on helping themselves; but the vast majority of the people would cease to know that he exists, and in time some competitor would have his business. The middleman acts as the clerk or salesman, with the difference that he doesn't get any pay till he sells a bill of goods, while the clerk or salesman gets his pay whether he sells anything or not.

Now, the middleman is expected to pay all bills he contracts, and to take all the chances with the unknown price, and if from no other reason than that of justice alone, he should be protected when the general article comes along, and his customers should be sure that no one is getting a better rate by dealing direct.

Another reason: The advertiser that receives a cut-rate is almost sure to brag about it, or if not to actually brag, to let the matter leak out and become public talk. It is then a very little while till the general advertiser becomes accustomed to saying to himself on seeing that man's ad. or poster, "Aha, that publication (or that bill poster) cuts rates; I'll get about fifty per cent. off there, when I get ready to use the same medium."

Which is best? To protect advertising agents by refusing commissions to advertisers who deal direct, or to place the latter upon the same footing as the former. This is a topic upon which BILLBOARD would like to hear from bill posters.

## WRITE NOW.

Every bill poster who has a good line of boards and can give a really first-class service should advise the following firms of the fact. They are putting out paper constantly, and a letter to them will often bring a contract.

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

Edward A. Stahlbrodt, Cable Building, New York.

Sam W. Hoke, 107 W. 28th St., New York.

C. S. Houghtaling, 3 Park Place, "

Harry Munson, 44 Duane Street, "

Van Buren & Co., 110 4th Ave., "

Reagan & Clark, 23 Ann Street, "

American Bill Posting Co., 280 Madison Street, Chicago, Ills.

P. F. Schaefer, 395 W. Harrison Street, Chicago, Ills.

W. M. Fulford, First National Bank Building, Chicago, Ills.

Arthur M. Plato, San Francisco, Cal.

Seibe & Green, 7th and Market Streets, San Francisco, Cal.

P. G. Stout, Ozark Bldg., St. Louis, Mo.

D. R. Talbert, P. O. Box —, Chicago, Ills.

Liggett & Myers Co., St. Louis, Mo.

Dr. J. H. McLean Medicine Co., St. Louis, Mo.

Kenton Baking Powder Co., Cincinnati, O.

Donaldson Litho. Co., Cincinnati, O.

Snider Preserve Co., Cincinnati, O.

Gillam & Shaughnessy, 13 Astor Place, New York.

Sterling Remedy Co., 45 Randolph Street, Chicago, Ills.

Come now and let us reason together, saith the Lord.—Isiah, 1, 18.



Competitions for Posters and Advertising Designs.

As many decorators and sign writers might well be skilled designers of posters and advertisements, if they gave the matter any attention, we call the attention of our readers to two prize offers that have been made.

The gas industries of the United States will hold an exhibition at Madison Square Garden, New York City, for two weeks, beginning January 25, 1897. Posters and show cards will be generously used to advertise it, and prizes of \$100, \$75 and \$50 have been offered for acceptable designs which must be submitted before December 1. The jury of award will consist of two well known artists, a color printer, and the President and Managing Director of the Gas Industries Co. For full particulars, address E. C. Brown, Managing Director, 280 Broadway, New York City.

In order to advertise monarch bicycles more effectively in 1897 than ever before, the Monarch Cycle Manufacturing Co. has inaugurated a prize competition for the best original designs for Monarch advertisements. The competition is open to the world, and closes November 30. As soon thereafter as possible the Committee on Awards will render their decision. First prize, \$100 Monarch bicycle; second prize, \$80 Monarch bicycle and third prize, \$60 Defiance bicycle. For particulars governing the competition address Monarch Cycle Manufacturing Co., Lake, Halstead and Fulton Streets, Chicago, Ill.

Autumn, with its many dull, gray days and early twilight has arrived, and the painter can perform no duty calculated to better serve his needs than that of window cleaning and a general shop overhauling. The average paint shop is at best a poorly lighted establishment, and during the summer the windows are sure to become smeared with windrows of dirt, which tend to shorten the effective working hours of a day considerably. We visited a shop once which was so afflicted with dirty windows that the working day along late in the fall was shortened half an hour, as results showed when the windows were finally washed. A little soap and water and a smart outlay of muscle is a comparatively insignificant capital when put over against the profit realized from shop conditions which invite all the light the heavens afford instead of repelling a godly portion of it. And then the ease and comfort of working in a shop having plenty of light. Surely that's worth taking into account, ye rulers of color vistas and vanish elegancies! This may also well be considered the proper time for

putting a patch here and there about the walls of the shop, around windows, doors or wherever an aperture admits a tempestuous or frigid breath of weather. The reign of the stove must begin shortly, if, indeed, it has not already begun, and this fixture needs a close inspection, to the end that it may neither leak injurious gases or consume fuel immoderately. The stove that furnishes the maximum amount of heat at the minimum expenditure of fuel is a wise investment. In fact, the present is a fit time to clean up, tighten joints and otherwise prepare to pass the cold months comfortably, without risk to the standard of workmanship and durability of the work turned out.

The basis of all durable sign painting is a good priming coat—good as to penetrating and clinging properties. A poor foundation is quite as destructive in bulletin painting as in ship building. Of late, ochre has entered largely into the priming used in this class of work. It would not be far from wrong to say that a considerable quantity of the ochre so used is totally unfit for the purpose. Bought by the barrel in a dry state and dashed from that receptacle into the priming pot without grinding, it makes a most inferior priming—practically worthless, we might say. A first-class priming pigment should, firstly, mix well with linseed oil without having any injurious effect upon the oil, and it should, moreover, absorb large quantities of the oil. Thirdly, the pigment should be very finely ground in oil, for in this condition only will it serve both as a filler and a primer. The very best ochre is none too good for sign priming purposes—an ochre strong in silica, of fine grain and a powerful absorbent of raw linseed oil. The French ochre, in respect to the above virtues, more nearly meets the needs of the sign painter, it being especially rich in silica, one of the best filler constituents known. Hurst gives an analysis of French ochre, which contains 54 per cent. of silica. Other analysis might be cited which contain equally high percentages of silica, all going to show that the French product is especially adapted to pore filling, and therefore of great value in sign painting. An ochre strong in silica is pronounced proportionately weak in covering power, so that for coloring purposes merely, an ochre having a less percentage of silica might be preferable. But for priming, the product highly charged with silica and absorbing the maximum quantity of oil may well be regarded as the best. A priming containing, say, one-third white lead, two-thirds finely ground French ochre, well flooded with pure raw linseed

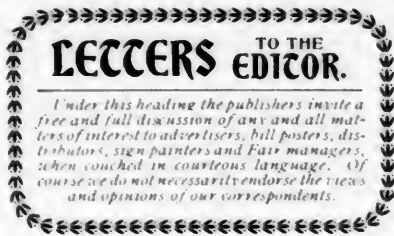
oil, the oil being just faintly colored with the pigment, furnishes a basic coat, if properly applied, as it should be, concerning which the painter need have no reason to be afraid.

Personal Mention.

E. A. Campbell, who operates a splendid bulletin service at Bangor, Me., has added a first-class distributing service to his business.

LUMINOUS PAINT.

In reply to numerous inquiries as to a luminous paint for signs that will glow in the dark we give the following formula for manufacture, taken from the "Mechanics' Handbook": A quantity of oyster shells is first cleaned in hot water and put into a brisk fire and left until they have been thoroughly glowing for half an hour. Take out and allow to cool slowly. When quite cold grind to fine powder, taking great care to remove all gray particles. The powder is then placed in a crucible, a very thin layer at first, then a thin layer of flower or sulphur, thus alternating until the crucible is full. Cement the cover on, and when cement is dry the mass is baked one hour in a hot fire and then allowed to cool slowly. When the crucible is opened it is advisable to remove any gray particle still in the mixture, as they are not phosphorescent. The mass is then sifted through a piece of fine muslin, and the powder which passes through is dissolved in lime water. This solution is then applied with a brush to a sign, two thin coats being sufficient—in fact are better than heavy coats. Ordinary signs, if properly lettered, may be covered with this solution, which will not be visible in the daytime, while the portions covered with the above mixture will emit a beautiful phosphorescent light in the darkness.—*New Ideas.*



Indianapolis, Ind., Oct. 10th, 1896.  
BILLBOARD ADVERTISING CO.,

Gentlemen:—Since last report to you we have distributed 25,000 pieces for Indianapolis Brewing Co.; 92,000 for A. & P. Tea Co.; Hood's Sarsaparilla, 30,000; 1,200 workmen's caps for Capital City Cigar, 7,000 booklets, Butterick's Patterns; 5,000 for Commercial Club Restaurant; and 2,500 for various other firms; and tacked 4,000 tin signs for Pasteurine Gum; 2,000 Crimps Cigarette signs for Liggett & Meyers; 400 large card signs for Colgate Soap; and placed 200 frames and delivered 12 druggist's packages for Balst's Okay Specific. It is still coming and a large amount being contracted for to be put out after the coming election.

Bill posting business is dull here, the men being laid off about half of each week lately, caused by scarcity of theatrical and commercial work. There are some campaign posters up, also Favorite Stoves, Jewel Stoves, Uncle Jerry's Pancake Flour, Snider's Catsup, Crimps Cigarettes, and Star Tobacco.

The Valentine Co., who have theatres in Toledo and Columbus, O., have leased English's Opera House in this city; lease to begin at the expiration of the present season. Mr. W. E. English, proprietor of the house, proposes to spend \$25,000 in remodeling his theatre, and to make it the finest in the city, as well as one of the finest in the west. Dickson & Talbot have controlled this house for a number of years, and although they made every effort to retain possession of the house, they were not successful.

Very truly yours,  
VANSYCKLE ADVERTISING CO.  
Geo. W. Vansyckle, Manager.

Eureka, Cal., Sept. 26, 1896.  
Editor BILLBOARD ADVERTISING,

Dear Sir:—Your explanation reached me in due season, and back copies came to-day. I have been more than pleased with BILLBOARD ADVERTISING, and say without fear of contradiction, that no craft or calling has a better exponent of their wants and desires. I felt I could not do without it, and was more grieved than angry that it did not come regularly, and trust that in the future our mail will reach us as you intend. The plan adopted to amalgamate all bill posters under one head is the correct one.

Yours truly,  
A. A. KILLEN.

Vallejo, Cal., Oct. 18th, 1896.  
Editor BILLBOARD ADVERTISING.

Dear Sir:—I am in receipt of your paper. Many thanks for same. I shall join the International Bill Posting Association before this month is out. I am a member of the Pacific Coast. The Ad-sign Co. told me they would send lots of paper to me; before they got hold of Heeman's Gum I use to get two-hundred sheets every sixty days, now they give me fifty. I am getting tired of that kind of business.

I saw Messrs. Siebe & Green in San Francisco the last time I was up there, and they gave me a list to fill out and will send it to them sometime this week. I am willing to put up more boards if I could get the work, but not unless. I post through the County here of three or four towns, the furthest is twenty-two miles from here, the nearest seven miles. Shall be pleased to hear from you. I am, sir,

Yours truly,  
M. D. NEILD.

New York, Oct. 10th, 1896.  
Editor BILLBOARD ADVERTISING.

Dear Sir:—We have formed a partnership in the business of writing and illustrating advertisements, catalogues, booklets, circulars. We have fitted up offices at No. 111 Nassau Street, this city, and propose to give the advertising world a high-toned, strictly first-class service. Our Mr. Moses has just resigned his position as chief assistant to Mr. Charles Austin Bates, and our Mr. Helm has for more than two years been at the head of Mr. Bates' Art Department. Our specialty will be Pictorial Advertising. We think our combined experience puts us in a position to furnish a class of advertising matter that cannot be excelled by anybody else. We shall cater to those advertisers who want the best there is in illustrations, and to those who desire dignified, earnest, carefully prepared business literature.

Thanking you in advance for any favor that you may extend us, we are,  
Very truly yours,  
MOSES & HELM.

Galesburg, Ill., Oct. 20th, 1896.  
Editor BILLBOARD ADVERTISING.

I will try and give you some of my doings for this month. Business has been rushing. I am carrying the following paper on my boards this month: 25 nine-sheet stands for Nelson Marks & Co., Dry Goods Store. 300 three-sheets for Murphy & Mackin, Dry Goods Store. 175 two-sheets for The O. T. Johnson Co., Dry Goods and Clothing Store. 50 eight-sheet stands for Dean & Son, Furniture Store. 100 two-sheets for Geo. Churchill & Co., Hardware. 75 three-sheets, Hawes Hat. 200 one-sheets, Longley Hat. 75 three-sheets, 4 twenty-eight-sheet stands, 50 one-sheets, for Chicago Record. 25 eight-sheet stands, for Liggett & Myers, St. Louis, Mo. 25 four-sheet stands for Byfield Cloak Co., Chicago. 50 eight-sheet stands, McKinley. 3,000 one-sheets assorted, Campaign paper.

The theatre is now open, and is doing a good business, playing two shows per week, which is good for 1500 sheets per week. Put out some signs for Drummond Tobacco Co., and Lenox Soap, College City Soap Works. You will note that most of my work comes from the merchants of the city. They are taking hold of the billboards in great shape, as they see that it is the best mode of advertising. Most of my showing is for a run of four months. Have built 300 running feet of new boards this month.

Mr. Monk, the hustling 111 poster of Peoria, Ill., made me a short visit the 14th, and reports business rushing at all of his places on the circuit. Have closed contract for 3,500 sheets for next month so far, and expect more. This is one of the best cities in the west, as we have five colleges, which have an attendance of two thousand students, and is a great railroad center. Will let you hear from this end again soon.

Yours truly,  
O. J. JOHNSON, Bill Shover.

DR. R. V. PIERCE,  
OF BUFFALO.

On "Newspaper Advertising."

A Report read at the Concurrent Annual Meetings of Association of Manufacturers and Wholesale Dealers in Proprietary Articles, and the National Wholesale Druggists' Association.

"Owing to the great reduction in the cost of white paper, through the introduction of wood pulp, improved machinery and other cheapening agencies, a great stimulus has been afforded to the production of newspapers. The cost of these publications has been reduced, until a great metropolitan 16-page newspaper is sold for a penny. The result is that papers are bought very freely, but many of them are but indifferently read—circulations are enormously increased.

"In the olden times when a newspaper cost from 3 to 5 cents, and most families

of this process throughout the country to the advertiser becomes almost startling. The *World* at 2 cents had an enormous sale. In many cases it was the only paper that the family took.

"But the active and ambitious Mr. Hearst appeared upon the field, and, for 1 cent, put out what many believed to be a better paper. Down came the *World* from 2 cents to 1 cent. Now, it is generally believed that although Mr. Hearst's paper has attained to an enormous circulation in a few months, it has not materially affected the circulation of the *World*.

"Therefore, the natural conclusion is that the circulation of the one largely duplicates the circulation of the other; but instead of paying perhaps 40 to 60 cents a line for the one in reaching a vast number of people who were formerly reached by the *World*, the advertiser has to pay double this price to reach about the same number of people. Each paper will naturally be held at only 50 per cent. of its former interest in the household, and the poor advertiser is the one who will have to suffer the consequences. The same is true among the readers of weekly

tion whether under the prevailing prices of newspaper advertising such distribution of printed matter is not a more judicious and profitable method of reaching the general public than is afforded by newspapers. Certainly, it has the merit that the advertiser may know what he is getting for his money, which is not always true of newspaper advertising.

"While the publishers of newspapers have many associations, some of them conducting their proceedings in secret meetings for establishing rates, and combinations of prices to be strictly adhered to, advertisers on the other hand do not generally act in concert, or in harmony in any of their business transactions with these publishers. Each of us may innocently believe that we are getting our advertising cheaper than any other one in the business, and yet whatever we pay we cannot be sure but that some other advertiser is getting his advertising for just a little less than we.

"Your committee believes that if a few of the large proprietors, who advertise

being the case, it would seem to the interest of the general advertiser to discourage, as far as possible, this system of doing business.

"Original post office receipts have generally been considered pretty good evidence with which to substantiate the circulation of such papers as are distributed wholly or largely through the mails. But these, it must be remembered, are sometimes misleading; the body of these receipts is often made out in pencil, and, while they may be signed in ink by the postmaster, it is easy afterwards for the figures to be rubbed out and others substituted.

"Affidavits given to prove circulation have their value, but are not always to be implicitly relied upon. These affidavits being extra judicial, and being generally made in the most perfunctory manner, have, for reasons already indicated, ceased to be regarded by advertisers as of great value.

"There is, however, usually in every newspaper office a book kept, which, if the publisher is truly earnest in his expressed desire to afford every opportunity



A New Fifteen-Sheet Furniture Bill, made by The Donaldson Litho. Co., Cincinnati, O.

took but one paper, and many borrowed from their neighbors, these papers were read more thoroughly. In many families in the agricultural districts, where in the olden times but one paper, or two at most, was taken, we will find to-day four or a half dozen papers, and of course the attention of the reader is correspondingly divided between them.

"Circulations are duplicated to an enormous and bewildering degree. These circulations have increased far more rapidly than the population. It is estimated that the average city resident takes three papers daily, where formerly they took on an average but one. Now, if the advertiser has to pay *pro rata* for this circulation, and goes into all of them, it must cost him three times as much as formerly to advertise his goods as it did when one paper brought the news to an entire family.

"It has been estimated that when the *New York World* reduced its price to 1 cent it knocked something like \$1,000,000 off the receipts from circulation. Where does that loss fall? It must be on the advertiser. And, to follow it up, the relation

papers.

"When paper and other materials are so cheap, there is a great temptation for publishers to print many more papers than can be circulated through legitimate channels—sending them out in ways that do not result in finding their way into the hands of readers. But in this manner they are able to claim large circulations. It seems to your committee either that the price of newspaper advertising must be reduced in the near future, or else it will cease to become sufficiently remunerative to encourage its employment to anything like the extent to which it has been used in the past.

"The fact that the price of newspaper advertising has been kept up to such a high pitch has induced a good many proprietors to use much more largely than formerly mediums of their own publication, such as pamphlets, almanacs, circulars and advertising gotten up in the form of newspapers, distributing the same from house to house, or by post. And it is a mooted ques-

tion, would establish a kind of secret service bureau, for the special purpose of investigating circulations, many of the worthless mediums now represented to them as of great value would under such a system be found to be comparatively worthless, and that it would greatly reduce the expense of advertising and make that done more profitable. To do such work individually is naturally somewhat expensive.

"Besides, one advertiser frequently comes to the knowledge of facts concerning certain publications, which does not always come to the knowledge of another. By 'comparing notes,' what thus came into the possession of one would be considered as the common property of all, and great benefit, it is believed, would result therefrom.

"The practice which many publishers have gotten into of farming out their advertising space to either special or general agents operates greatly to the detriment of general advertisers. Circulations are thereby often very largely exaggerated, and prices largely increased. Such

to investigate his circulation, will generally, without requiring very much time for investigation, disclose the real circulation of his paper. This is the cash book. Knowing what the price is to publishers and subscribers it is easy to estimate the number of copies so disposed of.

"Your committee believes that a general insistence on the part of advertisers that circulations claimed shall be verified by publishers would result greatly to the benefit of all general advertisers."

The word "hoarding," used in England indiscriminately to designate bulletin-boards, billboards and poster stands, meant originally only a fence or rough board inclosure around a place where building is in progress. The word is derived, according to the Standard Dictionary, from the Old French and Old Dutch *horde*, meaning hurdle. After it became customary to post bills on the hoardings the term gradually came to include all structures or boards on which bills were posted. In America we possess no word at once so convenient and comprehensive. —*Printers Ink*.



The moment you decide on your dates, apprise us of them. The qualifications necessary for a secretary of a fair and the center rush of a football team, are quite similar.

BILLBOARD ADVERTISING is the recognized organ of managers and secretaries of fairs, in the United States and Canada.

Nothing will contribute as much toward the success of next year's fair, as an early start. The way to get an early start is to organize now.

Horsemen recognize the fact that our fair list is the only accurate and reliable one now published, and take the paper on that account.

If you want music, aeromats, advertising agents, special features, or special attractions of any kind, advertise for them in BILLBOARD ADVERTISING.

The election is over, and things are settled for four years more, so let's all get down to business. Let's elect our organizations, elect our officers, and claim our dates for next year's fair at once.

An advertisement in BILLBOARD ADVERTISING will sell your privileges, concessions, exhibition space and space in your premium lists.

The call for the annual meeting of the National Association of State Fair Managers, has been fixed by Secretary T. J. Fleming, for November 19th, at 1 o'clock, p. m., at the Sherman House, Chicago.

Eleven state fairs are at present members of this Association, and their respective presidents, secretaries and treasurers, will be present at the Chicago meeting. Much important business will arise at the meeting this year. A constitution will be presented for adoption, and the managers will perfect a strong organization.

A program has been prepared, and all the different phases of fair management will come up before the meeting, for general discussion.

State fairs not belonging to the association are requested to send delegates.

All the printing houses who make a specialty of fair posters, subscribe for BILLBOARD ADVERTISING. If you dates and roster are in our list, you are sure of receiving samples of all the latest creations in posters and hand bills.

There seems to be at present a pronounced feeling very generally prevalent throughout the country, directed against the "fakirs" at fairs. Though privileges or concessions have been sold at fairs almost indiscriminately, from the very origin of fairs in the present time, fairs are now at work which will undoubtedly bring about marked changes in this particular, within the next few years, and in fact, an iron-clad exclusion rule was in force at one of the leading state fairs this year. Unusually sharp criticism from the leading dailies and agricultural papers

followed up each of the state fairs that ran "wide open," so to speak, this year. In order to show the general run of sentiment on the subject, we quote the following from the editorial columns, for three successive weeks, of the Breeder's Gazette of Chicago, the recognized organ of live-stock interests of the United States. September 30th, 1896, in the write-up of the Wisconsin State Fair, this paper says:

The Wisconsin State Fair.

Solomon needs revision. There is something new under the sun. It is a "clean" State fair, and it was held at Milwaukee last week. No liquor, no gambling, no fakirs, no side shows. It was a revelation. The "nigger babies," the cane jack, "the whale, the whale," the silk handkerchief and pewter-spoon fakirs, the educated pig, the museum of anatomy, the living pictures, the petrified lady, and the snake lady that ought to be petrified, were all conspicuous by their welcome absence. The only "barkers" were in the dog show. All hail Wisconsin!

October 7th, 1896, commenting on the Illinois State Fair:

The Freaks and Fakirs Must Go.

The Springfield fair is a beneficiary of the State of Illinois. Its new home is a gift from the commonwealth. More than \$250,000 of the people's money has been spent on the grounds, and more will doubtless be given. The object of this munificence on the part of the State is the encouragement of agriculture and its allied interests. The aim is educational. On no other ground can this appropriation of the people's money be justified.

Last week at Springfield the annual State Fair assembled a magnificent exhibit of the agricultural resources of this and other states. The public was invited to study and learn. As the visitors wended their way from the Dome building up the broad avenue leading to the live-stock barns—the only thoroughfare to that part of the grounds—they came upon a collection of freaks and fakirs, such as had never before disgraced this ground. In the role of historian we bulletin the names of these "educational exhibits" provided for the people, by the Illinois State Board of Agriculture: A Petrified Woman, A Circus with Oriental "Dancing Girls, Largest Den of Snakes in the World, Oriental "Dances" and other attractions. "He, She or It," (with male views for ten cents extra—purely for scientific purposes); Black Africa, Sulfur-jewelry vander Wild Jim, the Texas Cowboy, Twentieth Century "Dancing" Girls, and the Lady with the Horse's Mane; Living Pictures, The Lion-Chased Mexican Wild Man, and the Wild Double Woman.

With what pride can the members of the Board of Agriculture contemplate this list of high-toned, moral, and eductive exhibitions that they provided for the people of this State? The names are not the worst of it. Several of these shows were for "Men Only," and "barkers" shouted into the ears of the passing people, that on the inside men only could see "the hot stuff"; "nothing tame like the women and children are permitted to see in the opera houses." And the worst of it is that these "barkers" told the truth. This central section of the fair was reeking with obscenity and vulgarity. Passing women and children could not escape the insinuating speeches of the "barkers," who were promising men sights on the inside of the canvas, that women and children would not be allowed to see. And the Illinois State Board of Agriculture compounded with this indecency and obscenity for the sake of a few paltry dollars paid for the privilege of flaunting this vulgarity in the faces of its patrons.

It passes comprehension that such side-shows should have been permitted on the grounds. It is more incomprehensible that when their brazen character was thoroughly revealed, the decent patrons of the fair were not protected from their polluting presence. Imagine the situation on a fair ground tolerated and supported by the State. Shameless men were permitted all week long, to make commerce of vulgar curiosity, to shout the low character of their exhibitions into the unwilling ears of the passing people. No wonder is it that the convention of the Christian Endeavor Society, assembled on the grounds Saturday in response to the board's invitation, by resolution denounced roundly the indecent exhibits and uttered a threat of future hostility to the fair.

Freaks and fakirs have no legitimate place on the fair ground. If amusement be not sufficiently afforded by the exhibits and the races, let the board provide attractions as closely as possible allied to the character of the occasion, such as

dog shows and well-trained animals. People do not attend fairs to merchandise. Vendors of cheap goods, snide watches and "silverware" have no place on such grounds. The managers of a fair owe it to their patrons to protect them from the swindling operations of such fakirs. In the raising of revenue fair managers must not make compacts with indecency, nor place their patrons under the wiles of smooth-tongued swindlers. The freaks and fakirs must go. Clear the atmosphere at fairs.

October 14th, in connection with the write-up of the Great St. Louis Fair:

"The 'attractions' feature was again worked to its utmost at St. Louis this year. It passes comprehension that such 'side shows' as were to be seen on the 'Midway,' were admitted to the grounds. They were more vile, if possible, than those seen at Springfield. Several of these shows were 'for men only,' and 'barkers' shouted the most indecent and vile language about them, into the ears of passing women and children. Such freaks and fakirs have no legitimate place on a fair ground and they should be made to go. Be it said to the credit of the Board of Managers, however, that when the brazen character of one or two of these was thoroughly revealed, they ordered them on Friday morning, to pull down their tents and 'clear out.'"

These three articles show clearly, the direction of the influence exerted by this paper, so generally read by fair managers.

A similar position against the fakirs has been taken by all the other leading agricultural papers, in strong editorials, this season, for the first time. Even the horse papers have taken the matter up. The following from The Horseman, of October 20th:

Betting on horse racing is not generally carried on at state fairs; whether it should or should not be is a question for the managers to settle to their own satisfaction and concerns no one else; but it is ridiculous in the extreme that a man may not bet on a race, yet "go up against" all sorts of games and chances run on the "brace" plan. It is a positive shame that so many of these disgraceful swindles should be permitted to flourish at state fairs. They entrap the unwary yokel, rob him of his money, and not only that, but their very presence is obnoxious to right-thinking people. The management that refuses to sell the privilege to auction pools on the races and yet sells a wheel of fortune privilege must be so desperately incompetent as to demand removal, and still that has been done. There can be no excuse for the toleration of the wheel, either at a race meeting or at a state fair. The various state boards will, when next they meet to receive reports for the past and form plans for the coming year, do much better to demand the rigorous exclusion of such robber games of chance from the grounds than to inaugurate a system of economy that will impair the usefulness of the fair's chief attraction.

We read in the "Vicar of Wakefield" of the fellow who got swindled out of a horse by the green spectacle man at the fair, and the country boys have been swindled ever since, but the days of the fakir are drawing to a close. No fair manager has the right to sell to a party a concession for the sale of articles of a poor quality. Things sold on fair grounds should be worth the money. The sale of worthless knickknacks at even a nickel or a dime must go; so must the cheap shows.

The people have been swindled and insulted year after year at fairs by the "barkers," but the fair managers of the country are beginning to look upon the fake problem from a correct stand-point, and to act accordingly.

PREMIUM LIST.

If you intend to make it a concession, there is many an advertising agent who will be glad of the opportunity to handle it for you. Experts in this line not only furnish them free of charge but frequently pay a handsome bonus for the concession. Advertise for bids in BILLBOARD ADVERTISING. It reaches more advertising agents than all other publications combined.

If you handle it yourselves bear in mind that there are many foreign advertisers who are anxious to secure space in publications of this nature. It is valuable to them and they pay good prices for it. When you settle on the size and number advertise your rates in BILLBOARD ADVERTISING.

Remember too, that BILLBOARD ADVERTISING reaches more printing offices that make a specialty of this class of printing, than any other journal. Advertise for estimates. Nine times out of ten you will secure lower estimates and better work than any of your local printers can give you.

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

- Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.
Boston, Mass. World's Fool Fair, Oct 5-Nov 9, Chicago, Ills. Annual Convention of the National Master Painters' and Decorators' Association, Feb 9-11, 1897. Thomas A. Brown, pres., Washington, D. C.
Cincinnati, O. Fourth Annual Convention of the Protective League of American Showmen, January 5-8, 1897. John F. Robinson, pres., Cincinnati, O.
Cincinnati, O. Semi Annual Convention of The International Bill Posting Association, January 5-8, 1897.
Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Association, July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O.
Indianapolis, Ind. American Congress of Liberal Religious Societies, Nov 17-19.
St. Paul, Minn. G. A. R. Reminon, Sept. 25.
St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9, 1897. Clarence E. Runey, sec'y, Waukegan, Ills.

Expositions.

- Chicago. 2nd Western National Cycle Exhibition, Coliseum, 63rd St., January 23-30, 1897.
City of Mexico. International Exposition, Dedication as a National Exhibit, Apr. Opens as an International Exposition Sept. 15.
Dallas, Tex. 1896. Oct. 12 to Nov. 15.
New York. 3rd Annual National Bicycle Exposition at Palace of Industry, 43rd St. and Lexington Ave., Feb. 6-13, 1897. Inquiries and communications to National Cycle Board of Trade, 221 Broadway.
Nashville, Tenn. 1897. Sept. 1 to Dec. 24.
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898.

Dog and Bench Show Dates.

- November 10.—Peninsular Field Trial Club, Lexington, Ontario.
November 16.—Eastera Field Trial Club, Newton, N. C.
November 17.—International Field Trial Club, Chatham, Ontario.
November 21.—United States Field Trial Club, Newton, N. C.

Poultry Show Dates.

Table listing poultry show dates by city and date, including Oneonta, Sedalia, Nashville, St. Louis, Falls City, La Crosse, Topeka, Geneva, Garden State P. & P. Ass'n, Dixon, Mexico, Prophetstown, Dallas, Fort Worth, Princeton, Angusta, Westerly, Cleveland, Schuylar, Salamanca, New London, Blackeyville, Auburn, Lansing, Birmingham, Jackson, Mansfield, West Chester, Shelby, Parsons, New York, Mid-Continental Association, Wilkes-Barre, Preston, Titusville, Mansfield, New Haven, Lanark, Albany, Hanburg, Detroit, Marion, Rochester, Denver, Washington, Tiffin, Elmira, Lincoln, Scranton, Pueblo, Jackson, Allentown, Oneida, Rockford.

THE CRIERS OF NANTUCKET.

I don't know that Nantucket is the only American town where advertisers advertise largely through town criers, but that is the belief of Nantucketers and the visitors to the island. So far as Nantucket is concerned, "crying" is a business like any other business. Some people believe that the town criers are town officers, elected by the select men. This is not so. The criers both chose the business to make money and have followed it for that purpose without waiting for any appointment or election. For "crying" a notice all over the town of Nantucket they charge twenty-five cents. When entertainments come along, the managers generally pay fifty cents a cry, and give the crier a ticket to the show. Besides crying, the criers do a business at posting bills, distributing circulars, carrying mail for summer visitors, and other odd jobs. When on duty at crying, Clark, one crier, generally goes around with a horn; Hull, the other with a bell. Both of them get over the ground at a good rate. As they walk along the horn is tooted, or the bell rung. The cry is given at a standstill, and all within hearing stop and listen. The advertiser who has his ad. cried in Nantucket is sure of reaching almost everyone in town, and all for a quarter. The winter is the best time for the crier, so far as crying is concerned. All kinds of goods are then sold at auction, and almost every day has at least one auction. These are always cried through the town, and the crier's announcements are as eagerly listened to, as bargain ads are read in the dailies. In summer crying isn't so lively a business, and it's the odd jobs that count then. Some of the summer announcements are of a remarkable nature. Practical jokers sometimes get hold of the crier, and as a result some unobtrusive visitor to the island is startled to hear his arrival cried through the streets. Advertising by crier doesn't appear to interfere with the advertising of the two weekly Nantucket papers, both of which seem to be prosperous, but it gives to the local advertisers an opportunity to make their announcements as frequently as they please, and gives them "guaranteed circulation" for a comparatively small sum.—John Cutler, in *Printer's Ink*.

BOSTON BUDGET.

That posters pay, is a conclusion quickly arrived at, for the simple reason that thousands may see one bill, if it is posted in a prominent place: and business men are fast finding out this fact. Several large contracts have lately been made with Boston merchants for bill posting.

Rev. Dr. J. J. Lewis, formerly of Boston, but now of Chicago, writes *The Ad-ager*, that St. Paul's Church has gone into billboard advertising, for its Sunday evening services, and mentions that the church's "paper," as they say in theatrical circles, will be posted under contract by the big bill posting concerns.

A great surprise was given the newspaper fraternity, by the arrival in Boston this week, of a poster advertising "No-to-hac." This is an article that A. L. Thomas is interested in, and it was supposed it would be advertised solely through the newspapers. A few years ago no one would have ever thought, that anyone connected with Lord & Thomas, would encourage poster display.

The artists who do the card marking for the Boston merchants have hit on a pretty plan of out-lining the lettering, making it ray shaded. They nearly all use the rubber stamp outfit, but by tracing around the letter with a faint line, makes them look much larger.

The famous "Game Cock Whisky," bottled by John Miller & Co., Park Square, Boston, are going on the boards with a poster.

One of the leading Boston theatres refuse to give out passes for the privilege of placing lithographs in show windows, and it is claimed the "houses" are not so large by many hundreds, as they were before this edict went forth.

GERALD DRANE.

THE TRADE PRESS.

This well known journal goes out of existence with the October issue, and will be succeeded by *Advertising Experience*. A foretaste of what the new journal will be may be had from the October number. Our readers will be interested in the department, "Poster Advertising," conducted by Carl Nemethy, of the Chicago Photo Engraving Co. Bill posters, poster printers and sign painters ought to subscribe for *Advertising Experience*. It only costs one dollar per year, and is worth many times that amount. Address Trade Press Syndicate, 324 Dearborn St. Chicago, Ills.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

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

Service of its Members Guaranteed.

Advertisers who use distributing matter would do well to write to

JAS. L. HILL,

Soliciting Secretary, NASHVILLE, TENN.

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

W. H. STEINBRENNER,

811 VINE ST., ... CINCINNATI.


My reference is my work, which speaks louder than words.

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

ESTABLISHED 1864 STILL HERE

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

OFFICE No 610 COMMERCIAL ALLEY



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

NEW ORLEANS, LA.



*No Office Complete Without It.*

# Business

A Practical Journal of the Office

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

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

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

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

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

**KITTRIDGE COMPANY, Publishers**  
13 Astor Place, NEW YORK.

Only 50 cents a year - 10 weeks for one. The Ad. Co., Boston. Plan for running a page paper for 50 a year, free.

GET THE BEST!



**THE STAR**  
COIL SPRING SHAFT SUPPORT  
AND ANTI-RATTLER.

Fast selling, gives great satisfaction, weighs no more. Worth twice the cost for money when in hitching up. Repair wanted. Send 10 cents for catalogue. Price \$1.00. State rights for sale.

THE DECATUR SHAFT SUPPORT CO.  
Decatur, Ill.

SELLS AT SIGHT!

## ARC of Lettering and Sign Painters Manual,

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

BILLBOARD ADVERTISING CO.,  
Cincinnati, O.

## NIGHT & DAY.

That is just the way we are working now.

Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

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

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

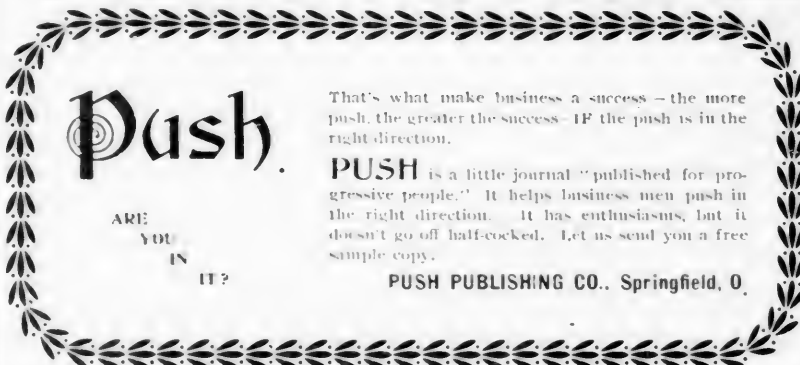
THE

# Libbie Show Print,

Printers and Engravers.

6 to 12 Beach St., Boston. TELEPHONE CONNECTION.

Poster and Large Type Work A Specialty.



# 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 enthusiasm, but it doesn't go off half-cocked. Let us send you a free sample copy.

**PUSH PUBLISHING CO., Springfield, O.**

# The Enquirer Job Printing Co.,

# Cin., O.

## THEATRICAL

## DESIGNERS, LITHOGRAPHERS AND GENERAL JOB PRINTERS.

Poster Work Our Specialty

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

# POSTERS OF ALL KINDS AND HAND BILLS

100.

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

## THE GREAT American Engraving and Printing Co.

57 BEEKMAN ST., NEW YORK.

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

## The Hustler Advertising Co.

CONTRACTORS OF

### OUT-DOOR ADVERTISING

IN ALL ITS BRANCHES.

Prompt Service by Reliable Men. Careful House to House Distribution A Specialty.

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

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.

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

**J. T. LUMPKINS, NEVA, VA.**

## 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.

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

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

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

Office, Donaldson Litho. Building, CINCINNATI, O.

TRENTON, NEW JERSEY.


## The Trenton Bill Posting Co.

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

WM. R. WILLIAMSON, Manager.

## DEAFNESS CURED

And NOISES IN HEAD entirely overcome by Peck's Pat. Impr'd TUBULAR EAR CUSHIONS. Whispers, Conversation and Music heard. Comfortable; Self-Adjusting and Useful. Successful when all other Remedies FAIL. SOLD ONLY BY F. H. SCOX, 453 Broadway, Cor. 14th, New York. CALL OR WRITE FOR ILLUSTRATED BOOK OF PROOFS, FREE. NO AGENTS.



Established 1890. Write for Estimates.

## Will A. Molton Advertising Co.

General Advertising Agents and Distributors,

143 St. Clair Street, Opp. Kennard House, Cleveland, O.

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

# HENNEGAN & CO.

## Poster Printers,

719-721 SYCAMORE STREET,  
CINCINNATI, O.

Last week we received a large order for our Stock Posters from Australia and one from South Africa.

### Still Increasing Our Business!

Just ordered another Century Campbell Press from the Campbell Printing Press Company. Also a large assortment of wood type from the best manufacturers in the country.

## BUSINESS OPPORTUNITY!

The Dallas Street Cars' Advertising Franchise, with \$900.00 unexpired contracts, for sale at a bargain. Address:

WYNDHAM ROBERTSON, Dallas, Tex.

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

## BILL POSTERS PASTE BRUSHES...



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

### PRICES.

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



This is our Celebrated

### "UNEXCELLED"

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

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

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

LICENSED  
BILL POSTING,  
TACKING,  
DISTRIBUTING.

## J. S. CRAIG,

319 LEXINGTON AVENUE,

### HASTINGS, NEB.

Own and Control all Boards and Privileges.

20,000 Square Feet of Boards.

POPULATION 15,000.

# CINCINNATI

And Her Suburbs, Embracing

# 500,000 People.

To reach them all economically, use

## STEINBRENNER'S DISTRIBUTING SERVICE.

There is No Other Way  
Address.

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

HOUSTON, the Greatest Railroad and Manufacturing Center of the South-West. Population 60,000.

## L. L. McILVAINE,

THE LICENSED  
CITY BILL POSTER AND DISTRIBUTOR.

Mailing, Tacking and Distributing.

P. O. Box 206. Office: Opera House. HOUSTON, TEXAS.

Good Boards, Central Locations and Ample Space. Remember, your paper will be posted not burned. All work listed and guaranteed. Member Int. Ass'n of Distributors.

LACONIA, N. H. Falsom Opera House and City Show Grounds, POPULATION 15,000.

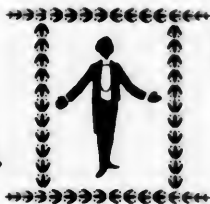
J. F. HARRIMAN, MANAGER.

## BILL POSTING AND DISTRIBUTING.

All New Boards, and the Best—also the Best Locations. Capacity 3,000 Sheets. INSPECTION SOLICITED. Office, 506 MAIN STREET.

Distributing of all kinds of Advertising PROMPTLY DONE.

W. C. TIRRILL & CO.



LICENSED BILL POSTERS.

Population, 20,000

LIMA, OHIO

Circulars, Books and Samples Distributed. Show and Patent Medicine Bills Posted. Signs Tacked Up. Good work and satisfaction guaranteed. We cover the entire country, a circuit of eight towns, and a population of 10,000 to draw from. We also have 2,000 reliable names, mostly farmers, at 25 cents per 100; 500 for \$1.00; 1000 for \$2.00; or the entire list of 2,000 names for \$4.00 cash with order. Put Luverne on your list. Address or call on

THE LUVERNE ADVERTISING AGENCY,

DANA M. BAER, Manager.

BOX 477 LUVERNE, MINN.

Please mention BILLBOARD ADVERTISING when writing.

Office over Rock County Bank.

## 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.

to Spruce Street, New York.



THE SHOW PRINTING HOUSE OF THE WEST.

DESIGNING AND ENGRAVING.

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

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

BRIGHT & NOVEL ADVANCE WORK FOR STREET & HOUSE A SPECIALTY

DATES ARE OUR STRONG POINT WRITE FOR OUR COPYRIGHTED SCHEME.

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

FIRST CLASS WORK PROMPT SHIPMENTS.

EIGHTEEN YEARS UNDER THE MANAGEMENT OF

J. BONI. HEMSTEGEER.



UPON RECEIPT OF 3 Months' Subscription TO

The Echo (50c.)

We will send one copy of the famous publication,

The Nude in Art.

With a 6 Months' Subscription (\$1.00)

We will send 3 Different Numbers

OF The Nude in Art.

THE CHICAGO ECHO CO,

Fifth Avenue, Chicago.

EVERY BILL POSTER ADVERTISER

WANTS AND NEEDS

## Profitable Advertising

(ILLUSTRATED.)

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

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

KATE E. GRISWOLD, Editor and Publisher,

13 School Street, BOSTON MASS.

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

R. C. CARRELL, DAYTON, KY.

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

Dillon's Cross Roads Bill Posting Co.

NORMAL, ILLINOIS.

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

FRED W. JENCKS,

CITY BILL POSTER.

Bill Posting and Distributing.

ELGIN, ILLINOIS.

Office, Opera House Block

30,000 square feet of bill boards. Reliable and Definite Service. Own and Control all Bill Boards in the City.

WRITE FOR TERMS TO

R. J. CHILCOTE,

CARLISLE, IND.

Advertiser of Sullivan County.

BILLS POSTED.

Names and Addresses Furnished.

DO YOU POST WOODLAND, CAL.?

IF NOT WHY NOT?

DIETZ & GLENDENNING, BILL POSTERS,

WRITE US.

WRITE NOW.

Window Work. Card Tacking. Sample Distributing. Country Work, Etc.

SEND ALL PAPER FOR

# ALBANY, N. Y.

TO THE

## CAPITAL CITY BILL POSTING CO.

McINTYRE & CARLIN, Prop'rs.

Office, 52 State St., Room 3,

ALBANY, N. Y.

### I AM PREPARED



To post bills and distribute all kinds of advertising matter in Stavanger and adjoining Counties.

**Ole Holm,** Bill Poster and Distributor, STAVANGER, MINN.

6 to 12 Beach St., Boston.

Poster and Large Type Work a Specialty.

# THE LIBBIE SHOW PRINT.

...ENGRAVERS... AND PRINCERS

Telephone Connection.

## GUINAN & McLEOD,

Star Opera House Managers.

MANISTIQUE, MICH.

### Bill Posting, Distributing and Tacking

for three towns, Manistique, South Manistique and Thompson. Own and control all boards and privileges.

Only Licensed Bill Posters in the City.

HARRY BURNELL, Treasurer. E. SPRING, Manager.

Bill Posting and Distribution a Specialty.

## CITY BILL POSTING COMPANY, WEST SUPERIOR, WISCONSIN.

5,000 Feet of Boards in Prominent Locations.

SATISFACTION GUARANTEED. MEMBERS OF THE I. B. P. A.

Population, including Suburbs, 40,000

## ELLIS N. SPARROW,



BILL POSTER AND DISTRIBUTOR.

527 North Second Street, Vincennes, Ind.

I make my paste out of the best flour and cook it by steam.

E. H. CARWITHEN,

Bill \* Poster \* and \* Distributor,

Charleston, W. Va.

Work Guaranteed.

Tacking Up Cards a Specialty.

Own and control 2,500 feet Bill Boards; 200 One Sheet Boards; 50 Three Sheet Boards; 20 Six Sheet Boards. Six adjoining towns. Population of city 15,000.

**Cad. F. Mevis,** Bill Poster,  
 City Bill Poster,  
 638 MAIN STREET, WAUKESHA, WIS.  
 All Mail Orders Will Receive Prompt Attention.

Distributor,  
 Card Tacking,  
 Sign and  
 Window Work.

**BELASCO & CO.** Telephone Main 23.  
 . . . BILL POSTERS and . . .  
 PAINTED SIGN ADVERTISERS.  
 Washington and Third Sts., OAKLAND, CAL.

**THE GREAT APPLE BELT OF SOUTHERN ILLINOIS.**  
 Clay County, Illinois, has 52,000 acres Apple Orchards: 23,000 of which are bearing and paying annual incomes of from \$100 to \$300 per acre

**EDWIN E. LEWIS,**  
 CITY BILL POSTER AND DISTRIBUTOR,  
 BOX 119. FLORA, ILLINOIS.

The only Bill Poster and Distributor in Clay, Co. Own and control all boards in city and surrounding towns, viz: Clay City, Sailor Springs, Xenia, Louisville, Oskaloosa, Iola, Ivgraham, Bible Grove, Rinard and Johnsonville. All work done in the best of Style and satisfaction guaranteed. Rates made known on application.

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

Bulletin Sign Painter.  
 Theatrical, Commercial  
 and Railroad Advertiser  
 for all LYCOMING  
 COUNTY.

**Joseph H. Martin,**  
 City  
 Bill Poster  
 and  
 Distributor.

Guarantee \* First \* Class \* Work.

BILL BOARDS ON THE MAIN STREETS,  
 NO ALLEY BOARDS.

POPULATION 14,000.

**BEATRICE, NEB.**

**SIDNEY, OHIO, C. P. ROGERS**  
 CITY BILL POSTER.  
 Owns and controls all billboards and dead walls in the city.  
 Also DISTRIBUTING carefully attended to.

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

Correspondence Solicited.

FRED MORLEY. ARTHUR MORLEY.  
**Morley Bros.,**  
 Bill Posters, Distributors and General Advertisers.  
 Members of the International Bill Posting Association and the International Association of Distributors.  
 P. O. Box. 275. Phillipsburg, Pa.

**VAN BEUREN & CO.**

LICENSED

BILL POSTERS, DISTRIBUTORS AND TACKLERS OUR SYSTEM OF DISTRIBUTION IS PERFECT, AND WE ASK NO PAY IF WORK IS NOT PROPERLY DONE. 60,000 SQUARE FEET OF BILL BOARDS. POPULATION OF CITY AND SUBURBS 110,000.

43 GAYOSO ST., MEMPHIS, TENN.

**"The Bill Poster"**

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

**The Libbie**  
**Show Print**

Poster and Large Type Work  
 A SPECIALTY.  
**Printers and Engravers**  
 TELEPHONE CONNECTION.  
 6 to 12 Beach St., Boston.

POPULATION 6,000

**GRAND M. CARR,**  
 CITY  
**BILL POSTER AND DISTRIBUTOR,**  
 RUSHVILLE, INDIANA.

Special attention to Card and Sign Tacking. Correspondence Solicited P. O. Box 50.

The services of the members are guaranteed by the International Association of Distributors.

**Meloy's Distributing and Mailing Agency,**

(Member of The International Association of Distributors.)

**WM. M. MELOY,** Box 49. CARLISLE, PA.

\$2.00 per 1,000 of 2,500 or less \$1.75 per 1,000 over 2,500. Samples, etc., 3,000 lots, \$2.00. 5,000 or over \$1.75, when team is used, three-fourths above rates added. Cards and Signs 1 1/2 to 3 cents each, tacks to be furnished, other work proportionately, mailing 10 cents per 100. Write for estimates.

**ELMO GORDON & CO.,**  
 ONLY LICENSED  
**BILL POSTERS AND DISTRIBUTORS**  
 IN BOISE CITY, STATE CAPITAL.  
 We can post Eastern Oregon, Eastern Washington and Idaho. We do bulletin board and mural sign work. Members I. B. P. A.

ONE GIVES RELIEF.

R-I-P-A-N-S

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



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

3,000 Feet of Board. 75 Three-Sheets.  
 Special Attention Given to Commercial Work and Distributing.  
 All Work Guaranteed.

319 Cherry St., FINDLAY, O.  
 POPULATION 23,000.

**Modern Sign Writer**  
 and Ornamentor.

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

### Young's Introducing and Advertising Co.,

MANNING, S. C.

Bill Posting, Distributing, Sign Painting, Show Cards.

### ..Printing and General Advertising..

N. B.—We will print Envelopes free for Bill Posters, but only one hundred to each Bill Poster. Send to cents to pay postage. Address, T. M. YOUNG, Manning, S. C.

### CENTRAL PRINTING & ENGRAVING CO.

SUCCESSORS TO

### CENTRAL . . . Show Printing Company, THE FRANZ GINDELE PRINTING CO.

140-146 MONROE STREET,

Long Distance 'PHONE  
Main 42.

CHICAGO, ILLS.

Commercial,

Railroad,

Book,

Circus and

Theatrical Printing.

Foreign Language a Specialty.

I will place all kinds of Advertising matter into the hands of the Buying Class. . .

Population:—  
Alcorn County,  
15,000.  
City, 2 700.

References Furnished.

Signs and Show Cards Tacked.

## W. E. PATTON,

BILL POSTER and  
CIRCULAR DISTRIBUTOR.

—CORINTH MISS

MY LARGE BOARDS  
Are all located right in business center. I take pride in keeping all my boards up in first-class shape. Allow no stationary signs on top of board to detract attention from my advertisers.  
Official Advertiser here for Wabash R. R.; C. C. C. & St. L. (Big 4) R. R.; C. & E. R. R.  
All work is done under my personal instruction.  
Bill posting and distributing in best manner.  
Work guaranteed.

ESTABLISHED IN 1876

"And Still At It."

## HENRY HERFF,

City Bill Poster and Distributor,

Lock Box 187.  
Telephone 43.

WABASH, IND.

## ROLEY, BILL POSTER,

. . . PANA, ILLINOIS. . .

CONTROLS ALL BOARDS!  
1,000 FEET. 25 3-SHEETS!

POPULATION, 7,000!

RATE, 4 CENTS, 30 DAYS.

Tacking and Distributing  
by Men, not Kids.

LOU ROLEY,

Box 66, Pana, Illinois.

## SIGNS PAINTED IN EVERY STYLE. . . . ADVERTISING MATTER DISTRIBUTED

### E. A. CAMPBELL,

17 Park Street, Granite Block, BANGOR, ME.

POPULATION 40,000.



If you want to post

# CHICAGO

Send your paper to the

## Chicago Bill Posting Co.,

No. 395 West Harrison Street, CHICAGO, ILLS.

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

1000 Running Feet of Bill Boards.

25,000 Population.

CITY . . .  
**Henry Werner,**  
**BILL POSTER AND DISTRIBUTOR.**  
 Winona, Minn.

You can't afford to skip me.

You can't afford to skip me.



**CHAS. W. STUTESMAN,**  
 PERU, INDIANA.

LICENSED CITY

**Bill Poster and Distributor.**

Estimates and Lists of Boards Furnished on Application.

POSTERS AND LARGE TYPE WORK A SPECIALTY.

TELEPHONE CONNECTION.  
**The Libbie Show Print**  
 PRINTERS AND ENGRAVERS.

6 to 12 Beach St., Boston.

**L. P. CARD,**



CITY BILL POSTER,  
 ADVERTISER AND  
 DISTRIBUTOR

FOR 22 TOWNS.

All Bill Boards made of  
 matched lumber. References any bank,  
 the Mayor, or City Council of Harvard, Ill.  
 All work O. K.'ed by party or parties in  
 same line.

L. P. CARD, JUSTICE OF THE PEACE AND NOTARY PUBLIC, HARVARD, ILL.

Is Marriage a Failure ?

Well ! There seems to be some difference of opinion on that point.

Does Advertising Pay ?

There is absolutely no difference of opinion among successful business men about that, and they are fast realizing that

**Billboard**

**Advertising**

reaches thousands of people whom newspaper work does not.

The Victoria Bill Posting Co.,

BILL POSTERS AND DISTRIBUTORS.

ROBT. JAMIESON, Mgr., VICTORIA, B. C.

CHEW GOOD TOBACCO.

**SHAKESPEARE PLUG TOBACCO**

CHAMPAGNE FLAVOR.

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

IT'S AN ELEGANT CHEW.

FALLS CITY TOBACCO WORKS.

117 & 119 Bullitt St., Louisville, Ky.

**SHOW PRINTING**

Inter-State Bill Poster, Co.



DATES, BEST AND CHEAPEST  
 ON EARTH. 3-SHEETS



**P. B. HABER PRINTING HOUSE.**

FON DU LAC, WIS.

**J. M. DISHON**  
**Bill Poster**

**Terre Haute, Ind.**  
 HAS A POPULATION OF  
**43,000**

IT IS THE . . .  
**BEST CITY IN THE STATE.**

HAS THE FINEST LINE OF BILL  
 BOARDS OF ANY CITY IN  
 AMERICA OF ITS SIZE.

\* IT WILL PAY YOU \*  
 BETTER TO HAVE YOUR BILLS  
 POSTED IN  
 . . . **TERRE HAUTE** . . .  
 THAN IN ANY CITY IN THE LAND.

WILL DISTRIBUTE \* \*  
 \* \* YOUR CIRCULARS  
 . . . and . . .  
 TACK UP YOUR CARDS  
 BETTER THAN ANYONE ELSE CAN.

**E. S. CARPENTER,**

• • Danielson, Conn. • •

OFFICE:

No. 5, Music Hall Block.

**.. BILL POSTER..**

And General Distributor.

SANTA CRUZ, CAL.

Population 8,000.

**L. A. DANIELS,**

LICENSED **BILL POSTER.**

Honest Work at Interstate Prices.

MANAGER OF  
MUSIC HALL.

**S. H. H. BARNHART,**

CITY BILL POSTER,

730 HANCOCK ST.,

APPLETON, WIS.

*The Planet Show Printing House,*

Chatham, Ontario,

Is one of the largest and most completely equipped establish-  
 ments in Canada, and the only house that can furnish you with  
 engraved Stand Work. Write for prices for three-sheets,  
 haugers, heralds, dodgers, dates, etc., address,

PLANET SHOW PRINT,

CHATHAM, ONT.

Classified Advertisements.

Classified Advertisements

Classified Advertisements

POSTER PRINTERS.

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.

Troy, Ill. F. C. Gates, Bill Poster and Distributor. Reference furnished. 097

Po'keepsie, N. Y. 24 Mechanic St. M. F. Sprenger, The Honest King Bill Poster and Distributor. 097

Waukon, Iowa. Wm. S. Hart & Co. Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa. 097

Anaconda, Mon. Pop. 12,000. George Elston, Licensed City Bill Poster. A smelter city up to date. Three thousand men employed at the smelter. 097

Corsicana, Texas. Pop. 10,270 L. C. Revure, City Bill Poster and Distributor. Satisfaction guaranteed—try me. 1000 running feet Bill Boards and good walls.

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

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

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

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

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

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. 097

Lima, Ohio. Pop. 20,000, W. C. Tirrell, City Bill Poster and Distributor. Work promptly done. 097

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

Memphis, Tenn. Van Beuren & Co., Bill Posters and Distributors, 221 Second street.

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. 097

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

Palmyra, N. Y. Fred. F. Kelly, City Bill Poster and Distributor. 097

Waukegan, Ill. G. Runey & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000. 097

Tucson, Arizona, 2,000 ft. of boards WM. REID, Box, 148. 097

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

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

Binghamton, N. Y. Pop. 40,000. Binghamton Bill Posting Co., P. M. Conley, Manager, Bill Binghamton, Lestershire and Union Special care given to commercial posting and distributing. 097

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

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

When you write, mention *Billboard Advertising.*

BILL POSTERS' DIRECTORY.

Oakland, Cal. Belasco & Co., Bill Posters and Painted Signs. 097

Woodland, Cal. Dietz & Glendenning, Bill Posters. 097

Stavanger, Minn. Ole Holm, Bill Poster and Distributor. 097

Evansville, Ind. 75,000. Licensed. Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. 097

W. E. Patton, Corinth, Miss. Bill Poster and Distributor. Reference furnished. Box 161. 097

Waukesha Wis. Cadwell F. Mevis, City Bill Poster and Distributor. 128 Main Street. 097

Aurora, Ills. B. Marvin. Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000. 097

Chillicothe, Ill. Pop. 3,500. Charvat Bill Posting Co., Henry Charvat, Manager, Ullea, 108 Second st. Estimates cheerfully furnished. 097

Meridian, Miss. Pop. 15,000. L. D. Hotter, City Bill Poster and Distributor. 097

Lu Verne, Minn. Pop 3,000. Dana M. Baer, Bill Poster and Distributor. Box 490. 097

R. W. STORRS, De Funiac Springs, Fla. Can cover all West Florida outside of Pensacola in any manner desired. 097

Brantford, Can. Pop. 17,000. Chas M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution. 097

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.

Terre Haute Ind. James M. Dishon, Distributing, 29 South 5th St. 097

Carlisle, Ind. Sullivan Co., R. J. Chilcote Distributor. 097

Manning, S. C. Distributor. T. M. Young, Manager. P. O. Box "Y." 097

Charleston, W. Va. Pop 15,000 E. H. Carwithen, Distributor. Satisfaction guaranteed. Six adjoining towns. 097

Bangor, Me., and Neighboring Cities. Pop. 40,000. Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. 097

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

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

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

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

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

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

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

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

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 18 Hamburg

When you write, mention *Billboard Advertising.*

DISTRIBUTORS' DIRECTORY.

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

Pittsburg, Pa. Pop. 500,000. Established 1892. The "TWIN CITIES" Distributing Agency, DISTRIBUTORS, Office 6, Sixth St. Branch, ALLEGHENY, J. T. HUDSON, Manager.

Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Ad. 097

Menomonie, Wis. Flint & Thompson, Circular Distributors. References furnished. Rates sent on application. 097

Milford, Mass. Pop. 9,000. E. R. Neigh, Distributor. 337 Main st.

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

EXPERT AD WRITERS.

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

Blaney, Wm. E., Box 290, Haverhill, Mass. 097

Boardman, M F., 2554 Emerald St., Philadelphia, Penn. 097

Cutler, John, Newton, Mass. 097

Bates, Charles Anstin, 1413-1415 Vanderbilt Bldg. New York, N. Y.

Barless, C. J., Rose, N. Y.

Bond, of Boston, 16 Central Street.

Curran, R. L., 111 West 24th st., New York, N. Y.

Day, Chas. H., Whitneyville, Conn.

Fowler, Nath. C., Tribune Building, N. Y.

Marston, Geo. W., Portsmouth, N. H.

Moses, Bert M., Box 284, Brooklyn, N. Y.

Newitt, J. C., Stinson Bldg., Los Angeles, Cal.

Patterson, Will J., 125 1/2 W. 3d Los Angeles, Cal.

Scarboro, Jed, 48 Ark buckle Bldg, Brooklyn, N. Y.

Star Ad-writing Bureau and Advertising Agency, Washington, D. C. 097

Wm. A. Hungerford, I. P. Darrell Stewart, W. C., 414 Elm Ave., Philadelphia, Pa

Wilder & Co., 621 Market st., San Francisco, Cal.

Woolfolk, Chas. A., 448 W. Main street, Louisville, Ky.

Zingg, Chas. J., Farmington, Me.

NOVELTY SIGNS.

SIGNS. Agents wanted to sell ready-made Novelty Signs. 150 per cent profit. Great sellers. Catalogue free. Samples, 10c. VAL. SCHREIBER, Sign Factor, MILWAUKEE, WIS. 097

STREET CAR ADVERTISING.

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

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

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

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

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

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

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

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

M. Wineburgh, Times Bldg., N. Y. M. Wineburgh, 78 Boston, Mass.

M. Wineburgh, Jr., 164 Bank St., Cleveland O. Wyndham Robertson, Dallas, Tex.

The Acton-Burrows Co., Toronto, Ont.

When you write, mention *Billboard Advertising.*

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

Calloun 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., 140 6th 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

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

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

Enquirer Job Printing Co., Cincinnati, O. Forbes' Litho Co., 181 Devonshire, Boston

Francis & Valentine, 517 Clay, San Francisco

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

Gallin Show Print, 132 West 14th, New York

Goes' Litho Co., 140 Monroe, Chicago

Gr. Am. Eng. & Print Co., 57 Beekman, New York

Great Western Printing Co., 511 Market, St. Louis

Greve Litho Co., The, Milwaukee, Wis

Haber, P. B., Fond du Lac, Wis

Hasselman Printing Co., Indianapolis, Ind

Hatch, C. R. & H. H., Nashville, Tenn

Hennegan & Co., Cincinnati, Ohio. Jordan Show Printing Co., 128 Franklin, Chicago

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

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

Liebler & Mass., 224 Centre, New York

Manberret'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

Oreunt Litho. Co. Chicago. Pioneer Printing Co., 214 Jefferson, Seattle, Wash

Planet Show Print, Chatham, Ont., Canada.

Richardson & Foss, 112 4th Ave, New York

Riverside Printing Co., 216 3rd, Milwaukee, Wis

United States Printing Co., Cincinnati

What Cheer Show Printing Co., Providence, R. I.

Winterburn Show Print., 166 Clark, Chicago

BOSTON, MASS. Boston Advertising Co., 8 Bromfield st.

BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson ayes.

THOS. A. SKIDMORE, 640 Halsey st.

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

Ph. Morton, 333 west Fifth st.

CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st.

Hour & 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.



LIST OF MEMBERS. CORRECTED MONTHLY.

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

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

TOWN.	STATE	MEMBER.	POPUL'	TOWN.	STATE	MEMBER.	POPUL'
Huntsville.....	Ala.	James J. Baker.....	9,000	Brockton.....	Mass.	See Providence, R. I.....	40,000
Pine Bluff.....	Ark.	Chas. Senyard.....	18,000	Lynn.....	"	Dodge & Harrison.....	60,000
Texarkana.....	"	Jas. Doyle.....	16,000	Alpena.....	Mich.	R. Nolan.....	13,000
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Oakland.....	"	Belasco & Co.....	50,000	Coldwater.....	"	John T. Jackson.....	5,000
San Francisco.....	"	Siebe & Green.....	250,000	Manistique.....	"	Guinan & McLeod.....	3,000
Santa Cruz.....	"	L. A. Daniels.....	5,000	Menominee.....	"	John B. Hebert.....	20,000
Woodland.....	"	Dietz & Glendenning.....	5,000	Saginaw.....	"	C. P. Sherman.....	65,000
Key West.....	Fla.	Ball & Johnston.....	25,000	Saginaw E. S.....	"	Geo. F. Neithercott.....	50,000
Boise City.....	Idaho.	Elmo Gordon & Co.....	8,000	Albert Lea.....	Miss.	J. A. Fuller.....	4,800
Alton.....	Ills.	Temple Bill Posting Co.....	17,000	Austin.....	"	P. H. Zenders & Son.....	8,500
Aurora.....	"	Boru Marvin.....	25,000	Brainerd.....	"	Chas. H. Faichner.....	6,000
Belleville.....	"	L. E. Tiemann.....	20,000	Faribault.....	"	Jacob Fink.....	7,600
Bloomington.....	"	Chas. E. Perry.....	28,000	Henderson.....	"	E. B. Haney.....	1,500
Cairo.....	"	Il. F. Malinski.....	20,000	Mapleton.....	"	C. H. Brown.....	1,000
Carrollton.....	"	W. D. Moore.....	3,500	Northfield.....	"	H. U. Ensign.....	6,000
Centralia.....	"	Reinhardt & Moore.....	8,000	Owatona.....	"	Morehouse Bros.....	5,187
Champaign.....	"	Seldon L. Nye.....	10,000	Red Wing.....	"	Wm. M. Cline.....	9,000
Charleston.....	"	J. A. Parker.....	7,000	Rochester.....	"	W. S. Elkins.....	6,300
Chicago.....	"	Chicago Bill Posting Co.....	1,500,000	St. Peter.....	"	Henry J. Ludeke, Jr.....	5,000
Clinton.....	"	Arthur & Savely.....	5,000	Stillwater.....	"	Mrs. V. C. Seward.....	19,500
Danville.....	"	Frank P. Myers.....	16,000	Waseca.....	"	A. D. Goodman.....	3,500
East St. Louis.....	"	P. G. Stout Sign and Bill Post'g Co.....	31,000	Winona.....	"	Henry Werner.....	25,000
Effingham.....	"	Warren & Austin.....	5,000	Corinth.....	Miss.	W. E. Patton.....	3,000
Elgin.....	"	Fred W. Jenck.....	25,000	Jackson.....	"	Joe Brown.....	7,000
Farmer City.....	"	W. S. Young.....	2,000	Dexter.....	Mo.	S. E. Mo. Bill Posting & Dist'g Co.....	45 Towns
Flora.....	"	Edwin R. Lewis.....	3,000	Hannibal.....	"	Watson & Price.....	12,000
Freeport.....	"	Richard Wahler.....	15,000	St. Joe.....	"	L. M. Crawford.....	65,000
Galesburg.....	"	O. J. Johnson.....	20,500	St. Louis.....	"	Huest-Stout Sign Co.....	611,000
Geneseo.....	"	Murray Bros.....	5,000	Hastings.....	Neb.	J. S. Craig.....	15,000
Harvard.....	"	L. P. Card.....	2,500	Phillipsburg.....	N. J.	Wm. K. Detewiller.....	10,000
Henry.....	"	Fred S. Schaefer.....	3,000	Albany.....	N. Y.	Capitol City Bill Posting Co.....	75,000
Hoopston.....	"	R. H. Levin.....	3,500	Binghamton.....	"	Binghamton Bill Posting Co.....	37,000
Jacksonville.....	"	Geo. W. Starks & Son.....	15,000	Jamesstown.....	"	Mark Woodworth.....	17,000
Joliet.....	"	Delong & Biederman.....	30,000	New York.....	"	Fred. Leach.....	17,000
Kankakee.....	"	Geo. A. Weber.....	10,000	Oswego.....	"	Harry Munson.....	1,515,000
Kansas.....	"	Gill & Propst.....	1,800	Troy.....	"	Sam W. Hoke.....	1,515,000
La Salle.....	"	D. F. Cline Bill Posting Co.....	12,000	Marion.....	Ind.	C. S. Houghtaling.....	26,000
Lincoln.....	"	Chas. C. Maxwell.....	10,587	Norwalk.....	"	F. E. Monroe.....	75,000
Lockport.....	"	Geo. B. Norton.....	3,000	Piqua.....	"	Mrs. M. E. Dundon.....	75,000
Marshall.....	"	Victor Janney.....	10,000	Windsor.....	Ont.	Advertising Co.....	12,000
Mattoon.....	"	Chas. Hogue.....	15,000	Erie.....	Pa.	Joseph E. Girard.....	45,000
Moline.....	"	Lundahl & Ritter.....	15,000	Easton.....	"	Wm. K. Detewiller.....	15,000
Morris.....	"	Billy Floyd.....	4,000	Nauticoke.....	"	Oplinger & Butkiewicz.....	4,000
Mt. Vernon.....	"	Col. Malone.....	7,000	Phillipsburg, Pa.....	"	Morley Bros.....	20,000
Murphysboro.....	"	J. J. Friedman.....	10,000	Washington.....	"	Andy Means.....	20,000
Neoga.....	"	Simpson & Abercrombie.....	1,800	Providence.....	R. I.	Old Colony Bill Posting Co.....	150,000
Oak Park.....	"	Western Bill Posting Co.....	50,000	Pawtucket.....	"	J. E. MacMahon.....	35,000
Olney.....	"	A. E. Shultz.....	4,000	Charleston.....	S. C.	W. T. Keogh.....	55,000
Ottawa.....	"	F. A. Sherwood.....	12,000	Chattanooga.....	Tenn.	Stoops Bill Posting Co.....	50,000
Pana.....	"	Lou Roley.....	7,000	Brownwood.....	Texas	Pecan Valley Bill Posting Co.....	5,000
Paris.....	"	L. A. G. Schoaff.....	6,000	Temple.....	"	F. A. Venney.....	5,000
Pekin.....	"	Chas. Duisclieker.....	62,000	Pt. Worth.....	"	Geo. M. Robinson.....	12,000
Peoria.....	"	Chamberlain-Barhydt & Co.....	62,000	Newport News.....	Va.	James G. Ward.....	15,000
Peru.....	"	Bernhart Steil.....	9,000	Charleston.....	W. Va.	E. H. Carwithen.....	15,000
Petersburg.....	"	J. C. Bishop.....	4,000	Appleton.....	Wis.	Appleton Bill Posting Co.....	12,500
Rock Island.....	"	Steve F. Miller.....	40,000	Baraboo.....	"	Sauk Co. Bill Posting Co.....	7,000
Rock Island.....	"	Homer Hostetter.....	30,000	Burlington.....	"	Stang Bros.....	3,600
Springfield.....	"	Horn Bill Posting Co.....	30,000	Centralia.....	"	See Grand Rapids, Wis.....	5,000
Streator.....	"	J. E. Williams.....	15,000	Darlington.....	"	See Monroe, Wis.....	5,000
Tolona.....	"	A. H. Smith.....	1,200	Eau Claire.....	"	Carl Stussy.....	25,000
Urbana.....	"	Selden L. Nye.....	5,000	Fond du Lac.....	"	P. B. Haber.....	15,000
Vandalia.....	"	J. M. Flock.....	3,500	Grand Rapids.....	"	A. W. Rumsey.....	5,000
Watseka.....	"	Braden Bros.....	12,000	Green Bay.....	"	J. H. Mallory.....	18,000
Waukegan.....	"	G. Roney & Son (18 cities).....	12,000	Janesville.....	"	Spencer Bill Posting Co.....	12,000
Carlisle.....	Ind.	R. J. Chilcote.....	1,000	Kaukauna.....	"	John D. Lawe.....	12,000
Covington.....	"	Samuel Martin.....	2,000	Lacrosse.....	"	Jos. G. Rhode.....	8,000
Evansville.....	"	F. M. Groves.....	75,000	Marionette.....	"	Aug. Erickson & Co.....	28,000
Fort Wayne.....	"	Ft. Wayne City Bill Posting Co.....	50,000	Marshfield.....	"	See Menominee, Mich.....	20,000
Hammond.....	"	Stouder & Smith.....	50,000	Menasha.....	"	Sexton Bros.....	5,000
Indianapolis.....	"	Hammond Bill Posting Co.....	150,000	Menominee.....	"	See Neenah, Wis.....	10,000
North Vernon.....	"	Empire Bill Posting Co.....	2,500	Merrill.....	"	W. S. Schmidt.....	7,000
Peru.....	"	Frank Haney.....	8,000	Monroe.....	"	Ira A. Stone.....	9,000
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Rushville.....	"	Grand M. Carr.....	8,000	Oconto.....	"	W. Lansing.....	10,000
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Vincennes.....	"	Ellis N. Sparrow.....	12,000	Portage.....	"	J. E. Williams.....	32,836
Wabash.....	"	Henry Herff.....	6,500	Prarie Du Sac.....	"	See Menominee, Mich.....	2,500
Ardmore.....	Ind. T.	W. R. Burnitt.....	6,500	Reedsburg.....	"	A. H. Carnegie.....	6,000
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Hstherville.....	"	Warren Lewis.....	1,500	Racine.....	"	" " " " " " " " " " " "	1,700
Port Madison.....	"	Chas. H. Salisbury.....	12,000	Sauk City.....	"	" " " " " " " " " " " "	1,000
Keokuk.....	"	A. A. Bland & Son.....	20,000	Ripon.....	"	Mrs. W. C. Teide.....	25,000
Marshalltown.....	"	Wilbur H. Evans.....	13,000	Shullsburg.....	"	T. D. Stone.....	5,000
Muscataine.....	"	LaGrille-Schneider Bill Posting Co.....	15,000	Sheboygan.....	"	See Monroe, Wis.....	21,136
New Hampton.....	"	R. R. Garver.....	2,000	Stevens Point.....	"	The Kempf Bill Posting Co.....	10,000
Sioux City.....	"	A. B. Beall.....	40,000	Watertown.....	"	O. A. Cole.....	10,000
Fort Scott.....	Kas.	Ft. Scott Bill Posting Co.....	15,000	Wausau.....	"	Geo. V. Evans.....	10,500
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Leavenworth.....	"	J. D. Bowersock.....	12,000	West Superior.....	"	C. S. Cone.....	9,500
Topeka.....	"	L. M. Crawford.....	25,000	Laramie.....	Wyo.	Harry Brunell.....	25,000
Wichita.....	"	L. M. Crawford.....	40,000	Dayton.....	Wash.	The Petcher Tri-City Co.....	25,000
Ottawa.....	"	L. M. Crawford.....	40,000			H. E. Root.....	25,000
Danville.....	Ky.	Boyle Nichols.....	5,000			Days Advertising Co.....	5,000
Owensboro.....	"	G. H. Planford.....	10,000				
New Orleans.....	La.	Albert Weber.....	300,000				
Baton Rouge.....	"	H. H. Beale.....	11,000				
	"	Alfred O. DeVille.....	8,000				
Eastport.....	Maine	J. A. Muldoon.....	8,000				
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# POWERFUL, PERTINENT PICTORIAL POSTERS



An old rounder once observed: "There is no bad whiskey, but some whiskey is better than others." In like manner it might be said: "There are no bad posters, but some are better than others,---Donaldson Posters for instance."

**DONALDSON**  
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