

BILLBOARD

ADVERTISING.

VOL. VI., No. 9.

CINCINNATI, OCTOBER 1, 1896.

PRICE 10 CENTS
PER YEAR, \$1.00

THE "PICTURE HABIT"

Specialty written for BILLBOARD by
CHARLES AUSTIN BATES.

I believe in illustrated advertising. I do more than believe in it I'll back it against the other kind every day in the week.

My conviction is based on experience, careful observation and the recognition of a universal habit of humanity—the "picture habit."

Some place in the medulla oblongata of every man there is a cluster of brain cells that brings him to a dead halt every time his eyes encounter a picture. The brain cries "What? Why? What is it?" and the man is incapable of stirring hand or foot until the questions are answered.

Watch a hurried business man glance through a magazine. He is too busy to read any article in its entirety. He flips over page after page of solid type, with forefinger dampened to facilitate speed, until he strikes an illustration. Then the "picture-habit" cries—"Halt!" And he halts. He scans the picture. He reads the line under it. It doesn't fully explain. He runs hurriedly through the article in search of the quoted sentence under the picture, in hopes of finding a brief but fuller explanation. He finds the sentence. — reads it, — reads a paragraph — two paragraphs — three. The man's forefinger gets dry — he forgets his hurry — and in slang, "he's stuck." He ends by reading the entire article.

You've done it. I've done it. Everybody's done it. It's the irrepressible "picture-habit."

It's a habit easily explained. It is ground into the fibres of every human's brain in childhood. Take your baby's first book. What do you encounter first — a picture. Baby knows what a cat is. Here you find a picture of "kitty" and under it a line — "C-a-t-Cat."

There's the "picture habit" for you, — right at the first mental plunge.

And still you haven't struck the bed-rock of the habit. It goes further back than babyhood. It's bred in the brain of the entire race. It was there before there was an alphabet — it was the alphabet. The first writing was picture-writing. The first alphabets were picture alphabets — those of the Egyptians and Phœnicians.

Of all the mental habits of humanity I do not suppose there is a more inveterate one than the "picture-habit." Just watch yourself some day. You have finished cutting the leaves of a magazine and are taking a careless trot through the advertising pages before getting down to the serious business of reading. You flip

over page after page, catching maybe only a confused blur of type until you strike an illustrated page and — stop. You may be going so fast that you get by two or three pages before the impression strikes that cluster of brain cells. But it gets there, and not only stops but reverses you, and makes you turn back the two or three pages, look at the illustration, and read all or part of the ad, according to whether it is well or badly written, or

picture—the right kind of a picture—will do.

Speaking of the right kind of a picture reminds me that there are illustrations and "illustrations." Almost any kind of picture will stop a man, but only an illustration "illustrates." English advertisers are satisfied with any pretty or striking picture that will make a man stop and read. I believe in going a step further and having the picture if possible,

ad displayed so unique and striking that an illustration may be dispensed with. With the newspaper of smaller places it is different. It has only a very few fonts of the most commonplace display type. The small city advertiser has but little show to have his ad strikingly displayed. That's why an illustration comes in especially strong for the small city merchant. It takes the place of striking display and buttonholes the reader.

What I have said about newspaper ads applies equally well to booklets, circulars, catalogues, postal cards and posters.

The "poster-craze" is simply a development of the "picture-habit"—an illustration of its tremendous hold upon the mentality of humanity. It is the result of the "picture habit" when emphasized by an artistic education.

The modern poster is supposed to be always artistic. There can be no question about its artistic quality in the land of its birth France. The artistic excellence of the work of Cheret and Grasset cannot be disputed, but I question whether it would prove to be successful advertising in this country. The artistic completely overshadows the practical. The business object is disposed of in a line.

The American poster, while it is usually inferior to the French poster from an artistic standpoint, is to my mind its superior as an advertisement. It isn't all legs and bosoms. It tells something about the article advertised. It is cleaner, and doesn't repel the straightlaced by giving them the idea that the advertiser is a little bit too gay. It doesn't bump too harshly against Anglo-Saxon prejudices. It falls short of the magnificent color-blending of the Cheret and Grasset but is steadily improving.

The American poster will be the poster of the future. It is decent and will soon rival the French poster as a work of art. It is practical and advertises. As an aid to other forms of advertising, where it can be afforded, it has an undisputed field. Its usefulness is based on a mental custom inherent in every human brain—the "picture habit." It has come to stay.

Illustrated booklets do not go into waste-baskets. Pull out the drawers of a business man's desk, look in the pigeon holes, and there you'll find the illustrated booklets. There's something hypnotic about pictures, even bad pictures. People keep them, save them, put them away. Cold type may be consigned to the waste-basket, but pictures never. Even a postal card that's neatly illustrated will in some way stick around in full view on a man's desk for weeks, and even then be carefully tucked away in some nook or corner.

When you advertise, don't forget the "picture-habit."



RIMANOSZY.

upon an article that does or does not interest you.

That's the "picture habit." A steam engine couldn't do more.

I don't believe in leaving a force like that out of an ad. If a picture in my ad will bring a man to a standstill, buttonhole him and hold on to him until he hears what my ad has to say — why I want a picture in my ad. And that's exactly what my experience shows me that a

show the article advertised. "Seeing's believing."

The value of an illustration in an ad is pretty well understood nowadays by city advertisers. It is in the minor cities and towns that it doesn't appear to be appreciated. If anything, the picture ad should be more indispensable to the country than to the city advertiser. The city newspaper has innumerable fonts of display type, enabling the merchant to have his

BILL POSTERS DEPARTMENT

LETTER WRITING.

While most of the bill posting establishments in the larger towns leave nothing to be desired in points of business like methods, there are many bill posters in smaller towns who are sadly deficient in this respect. Nowhere is this more apparent than in their correspondence. It often happens that the first, last and only time the advertiser hears from them after he sends the paper, is when he receives their bill. Now this is all wrong. It hurts the bill poster who is guilty of it, it hurts the craft in general, and it hurts agents, printers and everyone connected or identified with bill posting in any manner whatever.

Every contract calls for at least three letters from the bill poster. They are indispensable to the proper conduct of his business.

The first should acknowledge the receipt of paper. It should also convince the advertiser that the package has been opened and properly counted by specifying the number of stands, three-sheets, etc., contained in the shipment.

It should always be mailed the day the paper is received. A printed form on a postal card akin to the following, is a very handy and convenient method to adopt.

Brownville 18	
.....	
We have this day received	
your consignment of posters. The package contained	
.....Stands size.....x.....Whole sheets
.....Stands size.....v.....Half sheets
.....Three-SheetsSnipes
.....	
JOHN SMITH,	
City Bill Poster	

The second letter which should be mailed the same day that the posting is completed should notify the advertiser or agent in courteous terms that the paper is posted and ready for inspection. If contract calls for listed service, the list should be enclosed in this letter.

The third letter containing bill for the service rendered should not be mailed until the time covered by the contract has expired. If renewals have been necessary a new list specifying the locations recovered, and the amount of renewal paper left on hand should accompany it.

These three letters are of vital importance. No service, however good, will afford entire satisfaction without them.

STATIONERY.

Good stationery is of the greatest importance. In this respect we notice there is a tendency to be overly ornate and gaudy especially in the use of colors.

There is danger that this will be carried to extremes. Colors and bronzes can be utilized to advantage in many instances, but on the whole it is well to remember that nothing is always in such good taste, nothing so thoroughly business like as good white paper and plain black ink. Every bill poster should have a neat letter head and envelope. They should be lithographed if he can afford it but in any event the design should be special and distinctive.

BROCHURES.

Every letter that leaves a bill poster's office should carry with it an enclosure in the shape of a folder, booklet, card, or blotter. These can be had at small expense, and afford the very best advertising procurable. Let them deal with the advantages of posters in a general way while describing your city and plant in particular. In these days when newspapers are running down everything, save their medium, bill posters owe it to themselves to adopt every available means to bring posters before the advertisers of the country, and keep them there continually.

The Kansas City *World*, September 20, devoted half their first page to an illustrated write up of the Kansas City Bill Posting Co.

Hardwick Advertising Agency, of Hardwick, Vt., control 5,000 square feet of billboards, they also do distributing in that section of the country.

J. F. O'Melia, of Jersey City, says that the past summer is the best he has ever had, the immense bicycle advertising serving to keep him busy during what has heretofore been the dull season.

The interests of the bill poster, the poster printer, the bulletin painter and the advertising agent are to a large extent identical. The members of the International Bill Posting Association did well to make them all eligible for membership. The closer they get together, the better for all concerned.

Dans la livraison de septembre des *Maitres de l'Affiche*, nous trouvons l'une des compositions les plus admirees de Jules Cheret. *Les Coulisses de l'Opera au Musee Grerin*; l'affiche de Bonnard, pour la *Queen Blanche*; celle de Gaston Noury: *Pour les Paneres de France et de Russie*, et une affiche d'un artiste belge, Henri Meunier, pour les *Concerts Ysaye*. Cette livraison ne le cede en rien, pour l'interet et la parfaite execution, a celles qui l'ont precedee.

The American Advertising and Bill Posting Co., of Chicago, handled 113,290 sheets for the *Record* of that city during the week of September 28th. It covered 814 towns in twelve states.

In Chicago proper they posted four hundred 6x5 stands in all 12,000 sheets. The American is now carrying the following paper on their boards: The *Record*, 12,000 sheets; Geo. W. Childs' Cigar, 1600 sheets; The *Hub*, 2000 sheets; Wheeler & Wilson, 800 sheets; Putnam Clothing Co., 3700 sheets; Demmedy & Co., 2400 sheets; Dr. Munion, 1600 sheets; Quaker Oats, 4100 sheets; Frances Soaps, 2400 sheets; Beeman's Gum, 2800 sheets; Snider's Cat-sup, 2000; Imperial Sweeper Co., 800 sheets; Dr. Tar, 1500 sheets, Barnum & Bailey, 25000 sheets.



GEO. ELSTON,

Besides being the city bill poster is also chief of the fire department of Anaconda, Montana. This, however, does not interfere with his business, his bill posting plant being run in a thoroughly systematic manner; as a result he always enjoys a good patronage.

Los Angeles.

The Merchants Ad-Sign Co., of Los Angeles, California, have purchased the entire business of Mr. Geo. P. McLain, of that city, and in consequence, the former Company, which is a member of the International Bill Posting Association, now controls all the boards of that city.

The Merchants Ad-Sign Co. is composed of Wm. B. Wilshire, President, N. G. Wilshire, Secretary, and T. M. Sterling, Treasurer. They are pushing their business in an energetic and business-like manner, and great success is predicted for them.

We clip the following from the Los Angeles *Herald* of September 17:

Los Angeles, Cal., Sept. 15 1896.
To the Public:—I have this day sold to the Merchants' Ad-Sign Co. all my interest and the good will of the City Bill Posting Co. and I recommend them to any one wanting advertising work of any kind.

Thanking the public for generous patronage during the past twenty years that I have been in the bill posting business, I remain,

Respectfully yours,

GEO. P. McLAIN,

Proprietor City Bill Posting Co.

Mr. McLain was a member of the Pacific Coast Bill Posters' Association, also the A. B. P. A., and his retirement leaves the latter organization without a single member on the coast.

Posters pull powerfully.

Personal Mention.

H. H. Tyner, of Springfield, O., attended the G. A. R. reunion at Minneapolis.—J. D. Plummer, manager of the Asheville Advertising Agency, Asheville, N. C., does bill posting, distributing, street-car advertising, newspaper advertising, and publishes the opera house programme.—C. M. Smith & Co., of Brantford, Can., have a neat brochure which they enclose in all letters they send out. It describes the advantages of billboards and bulletins dwelling in particular upon their system. Bill posters everywhere should write for a copy and follow their example.—Edward H. Guizard, of Columbus, Ga., is building a line of boards in city, preparatory to embarking in the business.—H. C. Waldo, of Hinton, W. Va., will join the International Bill Posting Association shortly.—G. F. Hassenager & Co., now own all the boards in McMinnville, Ore.—The Huest-Stout Sign Co., of St. Louis, have palatial offices in the Ozark Building, N. W. Cor. of 10th and Pine Streets in that city.—Seibe & Green, of San Francisco, are advertising heavily in the daily papers of that city. They frequently use a half page and are making a determined effort to secure the bulk of the local trade.—Al. Weber, of New Orleans, bills the Wallace Shows again this year. Weber's holdings in the Crescent City are steadily increasing.—A. L. Charvat has removed from Peoria to Chillicothe, Ill.—A. M. Poff sends us a plat of the city of Lawrence, Kans., showing the locations of his holdings in that city. He has twenty-three especially fine stations, and has the following paper up, viz: 10 stands, Warner Bros., Corset, paper 9 sheets to a stand; 30 stands, Friends Oats, 3 sheets; 250 one sheets from Peets Bros., Soap Company; also three local firms with 200 one sheets as follows: Bullene Shoe Co., 50 sheets; Hub Clothing Co., 100 sheets; Home Coal Co., 50 sheets. This is an exceptionally good showing, considering that Poff has only been at it two months.—Jas. Donaldson, city bill poster at Ithaca, Mich., has joined the International Bill Posting Association.—P. M. Cooley who owns the Binghamton Bill Posting Co., also publishes the programme of the Bijou Theatre.—The John Chapman Co., very properly refused to allow the Snider's Catsup people twenty per cent commission, and they are using Morton's Bulletin instead. The Chapmans lost the business, but are satisfied that they did right.—Otto C. Floto is general manager of the Cripple Creek Bill Posting Company. Mr. Floto is a graduate of the vaudeville business, having been agent and business manager at various times of several travelling companies. He managed pugilist Jack McAniff on the occasion of his last tour through the country.—Albert Weber, of New Orleans is building some splendid boards on St. Charles Ave., and Canal St., in that city.

If the popularity of the billboard as an advertising medium should continue to increase as it has in the past two years, the use of this kind of advertising is going to be something astounding.—*Adv. World, Columbus, O.*

RIMANOSZY.

Adolph Rimanoszy whose portraits appears on our first page this month, occupies a high position in the annals of American art. He possesses, in a remarkable degree, the unique and altogether uncommon ability to idealize a portrait without sacrificing the remembrance to the original. Under his deft touch, wrinkles and crow feet disappear as if by magic. Old faces grow young and irregular features become handsome. We hope to be able to say more of this splendid and sterling artist in a future number. Mr. Rimanoszy, who is employed with the Strobridge Lithographing Co., of Cincinnati, was absent in the mountains of West Virginia, on a fishing excursion at the time of going to press, and we found it impossible to procure the necessary accurate data for a more extended article.

You can reach the public's purse quicker and cheaper through the billboards than any other known medium.

A Panic Caused by Posters.

Siegel-Cooper Company's Big Store Inundated.

A POLICEMAN'S RIBS BROKEN.

Men and Women Trampled upon and Carried out Unconscious.

Something about their Advertising Manager.

Some time ago I wrote of the enormous success of the *New York Journal*, caused mainly by its methods of advertising—almost exclusively posters.

This wonderful record in favor of bill posting has been eclipsed. The Siegel-Cooper Co.'s, big New York store has been opened to the public; the announcements of the opening have been almost exclusively on the billboards of New York and surrounding towns. The newspapers have been filled with announcements of the big rivals of the new store, and the new store used only small space and that very seldom.

The posters announced that the big store would open for business at 9 o'clock Monday morning, September 14, and "would sell better goods for less money than any other store."

At four o'clock in the morning, a few people had congregated; at five there was a line of a hundred formed; at seven the streets were almost impassable, and at 8.50 the tremendous pressure broke in the doors, and the crowds stormed the building. A mad scramble began for the bicycle department. By this time the force of police had been largely augmented, one hundred and twenty-five being scattered throughout the building to preserve order.

But the bicycle rush was too much for them, and one of the policemen, Officer McKenna, of the City Hall squad, was forced against one of the pillars and his ribs were snapped short off; other policemen were knocked down in all directions and men and women were trampled under the feet of the pushing thousands.

The bicycles fared no better than did Officer McKenna. The table that held them was knocked down, and the wheels in less time than it takes to tell it were reduced to what might be called kindling wood.

Order was restored in about ten minutes, and the bicycle sale was indefinitely postponed.

While this was going on in the bicycle department the other portions of the store were jammed with buying thousands. The grocery department was patronized so heavily that at noon signs were displayed that no more purchases could be delivered. (And this in the face of the fact that their delivery system excels anything ever attempted in its line here or elsewhere.)

The only newspaper announcement made during the week was an apology for their inability to properly attend to all that had called, and asking the forbearance of the public a little while.

The first week of the big store has just closed, and the sales each day have aggregated over \$100,000.00; not \$50,000.00 for the week, but more than a hundred thousand each day for the entire week.

How did it happen?

Take your hat off and ask Mr Jones, their advertising man.

Heretofore we have imagined that all the good a poster could do a dry-goods store was to display its name prominently, and so keep the name before the public, but that the newspapers were needed to give columns and pages of descriptive matter, prices, etc.

But not a description, and not a price have been named in any of the big store's ads, so far as I have been able to discover.

Possibly this very innovation, this change from the old routine, may have had something to do with its instantaneous success.

And so far as I can figure it out, from a very thorough observation, their advertising is costing them not exceeding \$5,000 per week, or less than one per cent of the sales.

Of course this amount does not include the salary of the advertising manager; I have no idea what that salary is but the probability is that Siegel-Cooper Co., would consider another \$5,000 a week as extremely reasonable if they could not retain Mr. Jones otherwise.

Mr. Jones' first name is Charles F., he used to run a shirt store on Fourth Ave., Louisville, one of the proprietors of Sharp & Middleton's "New York Store," located across the street, noticed Mr. Jones' great advertising ability, bought out his store and made him their advertising manager. The Rothschilds, of Chicago, when about to launch their immense department store enterprise, carried him off to Chicago, where Mr. Jones pulled Siegel-Cooper & Co.'s, Chicago trade away from them and to the store of the north side of Van Buren Street.

Mr. Jones then started an advertisement writing bureau, and for some time had practical charge of the advertising of a number of Chicago's largest and best houses.

In June he came to New York, and has spent his time since in a study of the people and the methods of the vicinity. He seems to have learned his book.

May his shadow and his salary never grow less, is the wish of

SAM W. HOKE.

ALL'S WELL AT HOME.

Condensed for BILLBOARD ADVERTISING

The writer left the shores of the United States a month or two ago for a little continental jaunt, primarily for pleasure and recuperation, but with a secondary idea; namely, that of routing out a little information on the subject of advertising.

After some weeks of hopping around from one point to another, the conclusion has been arrived at that all's well at home. We can give the Continent cards and spades and then sweep the deck in the matter of publicity.

In common with most observant citizens, I have noticed the booming of the posters—the posters we got from the Continent, France in particular, I expected, naturally enough, to find Paris just about plastered all over with the most exquisite specimens of this recently developed art. I got very badly left. I saw more to admire in the second rate collection of foreign posters gathered together at the

Atlanta Exposition, than I have been able to discover in the French capital after a week of diligent search.

There are a few posters to be seen, it is true; but, good gracious! they are few and not very high up in the scale of excellence. What is more, they all seem to have been hanging in the places they occupy for such an indefinite period that one is forced to speculate upon the date of their first appearance, and to wonder whether the boom has not long since burst and the period of poster creation passed by.

A few bicycles—mainly English, by the way—one or two medical specialties and household requirements are represented in the scattering sheets about town, but there the matter ends. Out of town one may seek, but not find. Perhaps the best evidences are still to be found among the announcements of the variety shows.

Taking the out door advertising as a whole, it is decidedly "off"—a remark which applies to the principal cities of Belgium and Holland as well as of France, as far as I have visited them.

Advertising in street cars is done on a comparatively small and very unsatisfactory scale. As a rule, it takes the form of labels posted on the windows of closed cars and of cards nailed to the roofs of open cars. In the one case you see the ad, when you want to see something else, and try your best to dodge it; in the other, you fear to look at the ad., owing to the risk of dislocating a very important part of anatomy; to-wit, the neck. Perhaps this kind of advertising pays; and then, again, perhaps it doesn't.

What there may be money in is the advertising done *outside* the street cars. This is brought to perfection (?) in England, and may be seen in all its glory in Brussels for example, where the destination of about every car would seem to be "Chocolat Luchard," just as at one time the Frenchman making his first visit to London reported every railway station of a certain local line as being named "Coleman's Mustard."

In the matter of street-car advertising, especially, there is nothing here worth copying. We prefer to see the destination of the car on the outside thereof rather than to be obliged to pick that same information out of a jumble of ads., and certainly we are right in putting our ads. inside, in such a position that they can be read and not furnish a source of irritation to the passengers.

We are a nation of advertisers, and, as I can see, we have many points to give away and few to gain from outside sources.

We took some poster notions from the "Continong" and we have added to them. Now it is safe to say that we are running away with all the poster honors. The other honors we have held for a long time.

As to progress in the art of advertising on the continent, that must have been arrested and thrown into the deepest dungeon long ago, if we except the little poster spurt already too frequently alluded to. Taking Paris as a point with which to make comparison, I can see no advance since my first visit of nearly twenty years ago. The same old announcements in the same old style prevail, changes in the line of improvement, for which there is ample

room, apparently being about as frequent as earthquakes in the locality mentioned. Even the tickets in many of the show windows bear signs of coming dissolution owing to the length of time they have been in service. Probably some bright idea may be born and incorporated into those which will some day take their place, and thus a return to the scene a few days hence may reveal something worth copying. Meantime, Americans may congratulate themselves upon the fact that they are past masters in the art of advertising, and that their supremacy covers about the entire field.—*Milton J. Platt in Fame.*

NEW YORK NOTES.

The *Journal's* evening issue made its first appearance this week, and the coming aspirant was heralded on the billboards to such an extent that it leaped into immediate public favor.

There are rumors that the R. J. Gunning Co., are laying wires for a poster plant in Brooklyn. Two or three other parties are also talking about entering that field. The amount of vacant space is certainly sufficient to offer encouragement to any number.

Munson and Regan & Clark are not saying a word, but it is reasonable to suppose that they are happy, for Van Beuren is to lose that fence at Broadway and Thirty-seventh St., on account of new building. As Van pays \$5,400 a year for the fence, it is possible that he may be happy too.

A. VanBeuren & Co., have recently adopted a form of imprint board that is superior to anything heretofore used in that line. It is of enameled iron, blue and white, and practically indestructible. They tell me that its first cost is very high, but that they consider it cheap, because it will never need renewing.

Siegel Cooper Co., the big department store, has a big showing on the billboards; in fact the billboards seem to be their main dependence, very little other advertising being done by them. The posters have not been up to the standard expected, but the results have been all that could have been expected from the finest printing on earth.

The food products are coming to the front again for their regular fall and winter run, Franco-American Soups being among the foremost with the smiling little chef. An impossible Scotchman on a three-sheet says, "Eat Breakfast with me. Scotch Oats." Munson is placing all of this paper. H-O is up with a high two sheet, and also a one-sheet. Snider's Catsups continue; Joseph Campbell's Beefsteak Tomato Catsup threatens to come soon, and the theatres are finding it harder and harder to secure sufficient space for their announcements.

One of the advantages of the City Association has been the protection against extortionate fence rents, an agreement being that if one bill poster is bidding on a location, neither of the other two shall offer or pay any more. There are wild rumors afloat however that one of the bill posters has evaded the spirit of this rule, by inducing one of his theatre customers to rent a board at Forty-third St., and Broadway at \$100 a month, \$25 being the amount offered by the member to whom it was first offered. A splendid fence on One Hundred and Twenty-fifth St., is awaiting a similar fate; Van Beuren formerly controlled it, and sublet it to LaTour for painting. The owner got the idea that there was a fortune in it, and it is now on the market at \$1,500 a year.

Billboard Advertising

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

BY
BILLBOARD ADVERTISING CO.,
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

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

Billboard Advertising is sold in London at Love'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.

OCTOBER 1, 1896

AND still it's commissions. This month though, it's the Associated Bill Posters' Association that is wrestling with the problem. It appears that a Cincinnati firm, The T. A. Snider Preserve Co., is placing a twenty sheet stand and dealing direct with bill posters. They claim the usual twenty per cent commission allowed to middlemen, on the ground that they themselves are working out the detail incident to apportioning and distributing the paper. Now the constitution and by-laws of this organization expressly stipulate that commissions shall only be paid to certain official middlemen who are named. Bill posters who are members of the association are also allowed commission on business that they work up, but this has no bearing on the present issue.

Despite the stipulations of the constitution, members everywhere are pretty generally accepting the paper and allowing the commission, which excites the wrath, not only of the official middlemen, but also of those members who are making an effort to be consistent by living up to the rules and regulations of the order.

THESE latter are saying "what in the name of reason is the sense of enacting laws if they are forgotten or ignored the moment the convention is over?" And the middlemen!—well they are trying to figure out what advantage they derive from their appointments. Their efforts have not been crowned with any considerable degree of success up to this writing, and it is unlikely that they will fare much better in the future. These middlemen pledged themselves in consideration of their appointments, to patronize only associated members in cities where competing bill posters existed. In return, the members pledged themselves (for it virtually amounts to a solemn promise) to protect these particular middlemen's commissions. Possibly the bill posters really want to live up to their agreement, but it appears that the Snider people are firm. If they cannot secure the commission they pass the town and—well they rarely fail to bill a town.

CONDITIONS like these are much to be deplored. To a large extent they have their origin in hasty and unconsidered action in conventions. A well known writer recently observed: "A wise man left to himself will remain a wise man still. Put twenty together and they will be a parcel of fools and proud of it. Add twenty more and you have a convention." While this is unduly severe, it cannot be denied that bill posters' conventions as we have known them in the past, have been sadly deficient in point of careful reflection and painstaking consideration of the matters and issues that have been brought before them. There has been too much precipitate and unthinking enthusiasm, too much of a tendency to go with the crowd, and far too little thought of the future. Matters that should be carefully weighed and exhaustively discussed before decision is passed upon them, are rushed through. As a consequence the members have scarcely returned to their homes after adjournment before they repudiate the obligations which they assumed.

Dissent and confusion ensue, bitterness is engendered and turmoil continues in the ascendent.

* * *

THE adoption of measures that are not practical is futile, nay worse, its puerile—utterly beneath the dignity of any trades association. Just why grown men in full possession of their faculties, will indulge in the practice, is past all understanding, but they do and it is owing to this fact more than anything else, that those decrees of the association which are feasible and valuable are rendered inoperative. For this same reason the Associated Bill Posters' Association will fail of its object so long as it is conducted on "close" association lines. The "close" association affects to set at naught the law of supply and demand, and ignores the fundamental principles of all trade and commerce. The greatest government on the face of the earth, with all the wealth of its people to back it, would be powerless in such a contest. When a portion of the members of one particular craft attempt it, they only succeed in making themselves and their organization ridiculous in the eyes of sensible men. Their usefulness thereafter is merely nominal.

* * *

COMING back to the Catsup incident, we might say that if the bill posters had unanimously refused to allow commissions to the Snider people, The John Chapman Co., of Cincinnati (members of the A. B. P. A.) who worked up the order, would have secured the distribution and at the same time the commissions to which they were justly and fairly entitled. As they did not, the Chapmans lost not only the commissions but the chance to post Cincinnati as well. This gives rise to several questions. The first is, how did The Chapman Company benefit by membership in the association? The second is, to what extent did they benefit the other members by taking the stand they did? A third is, if "you stick to me and I stick to you," what is the matter with the glue in the present instance? Still another, if the official representatives are going to fare as the Chapmans did, what are they going to do about it?

For the Good of the Order.

A Few Remarks from Sam W. Hcke.

I was reminded of the advantages of belonging to the Association, or to an Association, no matter which, the other day, and as I so frequently hear the query from bill posters, "what good will the association do me?" I want to tell all of you about it.

I was negotiating with a large advertiser with the hope of introducing him to switch off from newspapers, or at least to switch off a portion of his advertising appropriation from newspapers and put it into posters, when the old objection was offered, the same objection that has been offered by this same man for the past three years:—that he can't tell that he is getting service.

I then called his attention to the list of names of Association members, and went over the by-laws with him to show that these members are all under bond and direct obligation to the Association of which they are members, to do full justice to every order entrusted to them.

He had never before heard of an association of bill posters, and was much interested, and promised for the first time, to seriously consider the advisability of posting, at least in towns with association members.

— § —

FOR years it has been the custom of some up-to-date bill posters to send out a postal card to the retail trade in their town, notifying the trade that such an article is to be advertised on their boards, and that the demand will undoubtedly be stimulated, so that "it will pay to replenish your stocks." I notice that the habit is falling off with many of the bill posters, and am sorry to see it. In the first place the card does good in reminding the retailer of the goods and where to get them; and it does the bill poster good in the sight of the advertiser, who if a new one, is not aware that the custom is an old one. But good customs are none the less good because they are old.

If you have not yet sent out these reminders get into the habit right away.

— § —

LAST month I put an ad in BILLBOARD asking for a letter from "every bill poster in America." I have not yet heard from all the bill posters, but I think I have had letters from every one that has opposition. It is a singular thing that as long as a man has no opposition he thinks that it is unnecessary for him to make an effort. "They've got to come to me anyhow," he says, when the fact of the matter is that in many instances "they" don't know he exists; as a result this man's town is frequently overlooked. A good circular letter would be serviceable, and one should be sent to everyone that uses posters. It might also be sent to those who are using other methods of advertising in your town or vicinity.

— § —

WHEN your customer, who is new to posting, comes to you with a thousand sheets of paper, and wants a display of a month, the temptation to post the entire lot and so charge for a thousand sheets, is strong. But when a few days later a

heavy rainfall ruins a lot of the paper right where your customer will see it a dozen times a day for the rest of the month, you will wish that you had advised him to post only 500 sheets, keeping the other two hundred for renewing. This little oversight on the part of bill posters, has been the cause of killing of many beginners.

— § —

AN anti-sniping law is a good thing for the legitimate bill poster. Some years ago, Chicago was overrun with snipers; all the theatres had dozens of them, and the bill posters had them, and some of the business houses had several; ash boxes, barrels, telegraph poles, curb stones, everything suffered; a procession of snipers started down State St., and Wabash Ave., every Sunday morning, covering telegraph poles; in an hour the fresh paper was an inch thick, and the bottom sheet not yet dry. By night the wad would be a foot thick, and the same thing obtains now in New York. The bill posters in Chicago began to see that this was setting a great many people against bill posting, and the council was appealed to, with the result that sniping there is a thing of the past. Bill posters there now furnish the Chief of Police with a list of every board, fence, wall or daub, on which they have a right to post, and the man caught posting on anything not so listed, is arrested. The law furthermore says that the fact of a man's poster being found on a prohibited space, is prima facie evidence that he posted it there, and no claim that "I didn't do it" goes.

— § —

IN New York the other day the demonstrators began tearing down the St. James Hotel, on Broadway. As soon as the old building was down one story, and before the adjoining wall could be seen from the street the bill posters of the Empire Theatre got into the old building and pasted John Drew all over the wall of the adjoining building. The owner of this building called upon Mr. Frohman to have the posters removed, but, I understand that Frohman claimed he didn't do it, and consequently he shouldn't be asked to remove them. In any case he didn't remove the posters, and the owners of the building called upon me to do this for them at an expense of several dollars, which they threaten to collect from the Empire Theatre some way.

— § —

WHEN you write to an advertiser soliciting business, don't enclose stamp. This places the recipient under obligation to reply. If he doesn't need your service he is apt to feel provoked at the time lost in answering; if he does need you he will gladly supply postage to reply to your letter.

The poster is the simplest and most direct of all advertisements.

Of two evils choose the least. Better not bill a town at all rather than put up a niggardly and wholly inadequate amount of posters.

The newspaper finds the poster the most valuable of all advertisements.

WHAT THE DISTRIBUTORS ARE DOING

NEWS OF MISCELLANEOUS ADVERTISERS.

A number of new advertisers not included in previous lists have entered the field recently. Some of them will use only a few papers, and others will employ additional publicity as their business extends. The addresses of the entire group referred to are given below:

Wilson-Raymond Manufacturing Company, 118 Court street, Brooklyn; General Manufacturing Company, 102 Fulton street, New York; People's Puzzle Company, 95 Dearborn street, Chicago; Silver Badge Company, Jasper, Fla.; A. C. Cattell Company, Cincinnati; Continental Tea Company, Cincinnati; Modern Novelty Company, Chicago; Stars Jewelry Company, Chicago; Whiteson Manufacturing Company, Chicago; Peerless Hygienic Company, 444 East 45th street, Chicago; Brock Manufacturing Company, 820 Reaper Block, Chicago; Hunte Tailoring and Shirt Company, Cincinnati.

Some of these are probably special "departments" devised by parties who are already advertisers under other names.

The Kola Medicine Co., Detroit, Mich., are going to distribute after the election.

The Northwestern Yeast Co. is distributing samples through the eastern states.

The I. A. of D. has just sent out work to its members in the principal cities of Indiana.

The Eureka Thimble Company, South Bethlehem, Pa., has been added to the list of mail-order advertisers.

Fuller Job Office, of Fuller, Miss., want bids from distributors in that state, as they intend to cover the entire state.

A Big Concern's New Base.

The Ballantine Remedy Company now has offices at 210 State street, Chicago. The concern does medical advertising.

Attention is called to the new advertisement under the caption of Salaried Positions. Mr. Bowles is a reliable advertiser.

James Beach & Son, (Sops) Dubuque, Ia., are placing business direct. For the present they will only cover adjoining states.

Dues for the second quarter of the year are payable October 1st. Members of the I. A. of D. will please note and respond promptly.

The Frost Homeopathic Remedy Co. Springfield, Mass., is now doing the east, distributing booklets. Get in line before it is too late.

Fake Associations are on the wane, but still a few doubtful ones are doing business. It is "for the good of the cause" for all distributors to use caution before joining any.

One of the best exceptions to the above is the International Association of Distributors. By careful work, faithful officers, etc., they have succeeded in putting the Association on a solid basis, guaranteeing its service, protecting the advertisers. They invite your investigation before joining any other. Do so and it will be to your interests.

Reliable distributors need not hesitate to apply for membership in the International Association of Distributors. A member is wanted in every county of the United States.

Battle & Co., wholesale druggists of St. Louis, are introducing 'Papine' a new proprietary remedy for a relief of pain and a substitute for opiates. They will deal direct with distributors.

Present indications are that there will be a large amount of distributing done this fall and winter, quite a number of distributors have booked work for the months of November and December.

Bound on the Right Road.

The Boot and Shoe Manufacturing Company, Boston, is the name of a concern that will endeavor to establish trade throughout the country during the fall and winter.

A New Peptonic Remedy.

The Thompson Medicine Company, Lexington, Ky., will place on sale and advertise to some extent in the West a new proprietary medicine. It is called "Pepsin Tonic Bitters."

The only possible way to make distributing matter pay is to distribute it, and the only way to distribute it is through recognized professional distributors. Matter entrusted to druggists and other retailers is largely wasted.

The Postum Cereal Company, Battle Creek, Mich., is placing new advertising in Western papers. The advertising done by the company last winter was attractive and judicious. The Charles H. Fuller Agency places a part of the orders, but the present advertising is done direct.

Many men now out of work would make a good living by going into the distributing business. It does not require much capital, the main stock in trade is honesty and perseverance, combined with business tact.

A New Toilet Preparation.

The Lotus Cream Company, 56 Fifth avenue, Chicago, is introducing and sending out advertisements for a new toilet preparation.

The Nichols Medical Company, 209 State street, Chicago, managed by Dr. D. Nichols, has recently entered the advertising field. It is not incorporated.

The E. L. Patch Co., of Boston, has been trying to interest physicians in Lilia Tablets, and similar preparations which they advertise. Their advertising has been clever, but they ought to patronize distributors. It would help them wonderfully in introducing their goods.

How Can They Afford It.

Rowell & Company, 372 North Hamlin avenue, Chicago, is the name given by advertisers who announce that they will pay \$7 per hundred for "your neighbors' addresses." They do not have to offer such high figures. Wonder what the game is?

Many publications who persistently deny all forms of advertising save newspaper space, gladly avail themselves of the good offices of the distributor to bolster their own circulations. Where would the story paper be if it was not for the sample copies containing initial chapters of new stories?

The Lincoln Tea Co., of Ft. Wayne, Ind., have formally announced their intention of placing all of their distributing matter through the members of the International Association of Distributors. They have carefully investigated the working of the organization and have determined that the guaranteed service is just about right.

Cheap and nasty circulars can no longer be used advantageously. To-day, distributing matter must be as attractive and fine as the printers' art is capable of making it. Good printing, good type setting, good paper, good illustrations, good colors, if they are necessary, are all requisite, if the advertiser is really seeking the highest percentage of returns. Yet while all of these qualities are essential, they are as nothing compared with the importance of careful, thorough and conscientious distributing. Let this part of the work be well done above all else.

Personal Mention.

Geo. W. Vansyckle, of Indianapolis, writes that business is fine.

J. A. Clough of Chicago, has added sign painting to his distributing business.

J. N. Owen & Co., of Detroit, Mich., report very encouraging prospects for Fall trade.

W. N. Case, 3d Vice-President of the I. A. of D. and manager of the Hustler Advertising Co., of Ft. Wayne, Ind., has the "get there" qualities so much desired, and is an honor to the association of which he is an officer.

J. M. Dishon of Terre Haute, Ind., has joined the International Association of Distributors. He enjoys a splendid reputation for thorough and reliable work, and is quite an acquisition to the association. —W. H. Steinbrenner, secretary of the I. A. of D., has just completed the task of mailing 10,000 copies of the constitution and by-laws to members actual and prospective.

—W. H. Case of the Hustler Advertising Agency of Ft. Wayne, Ind., was largely instrumental in getting the Lincoln Tea Company of that city to divert their business to International Association of Distributors. —W. H. Steinbrenner is handling four large contracts in his usual careful and conscientious manner.

—Jas. L. Hill of Nashville reports business good. Mr. Hill expects to handle the entire contract for the Nashville Centennial, which takes place next year. This business amounts to twelve million of pieces and it is needless to say will go to the International Association of Distributors.

—Fisher, of Omaha, still maintains his attitude of indifference. —Macrae & Macrae, of Toronto, Canada, are considering the advisability of joining the I. A. of D. —A. Nicolai, of Clinton, Ills., will probably join the I. A. of D. —A. P. Neithercot, of Muncie, Ind., has joined the I. A. of D. —W. C. Tirrell & Co., of Lima, O., are enthusiastic members of the I. A. of D.

The wise advertiser seeks promptness more than any other quality. People respond quicker to the billboards than any other form of advertising.

MODERN TOWN CRIERS.

The Quebec & Lake St. Johns' Railroad advertises its excursions along the route by having the rates, dates and destinations read at the church doors on Sundays. They mail a circular to each local agent who takes his stand on the church steps. The congregation files out and arranges itself in a semi-circle before him. He then reads the announcement. This is getting back to the primeval methods of the day of the town crier. It is said to be effective, in fact more so than any other form of advertising that they have tried.

Everybody would if they just knew how.



Some advertisers think posting an expensive method of advertising, and others think it requires too much detail work to attend to it properly. There is detail to newspaper advertising also, but they get rid of it by placing their appropriation with some one of the hundreds of newspaper advertising agents.

There are as yet very few poster advertising agents to take care of this detail, and as a result hundreds of business people tear to enter this field.

I help the advertiser by taking care of this detail, and I help the bill poster by securing for him trade that otherwise would go to some other medium.

If you are an advertiser I want to see you and talk over the question of posting.

If you are a bill poster I want you to write to me and state how many boards you have, and your prices for posting.

Sam W. Hicke

Long-Distance Telephone.

107 W. 28th St., New York.



Every sign painter in the land should subscribe for and advertise in BILLBOARD.

Be brief. Boil them down. "Hood's Cures" is the best simply because it is the tersest.

Did it ever occur to you that the bicycle has enhanced the value of roadside signs to a wonderful extent?

There is no argument that can be advanced in favor of bill posting which cannot be employed to like advantage in favor of signs and bulletins.

Do not nail up board signs in the country. Use screws. It takes but little more time, and the advertisement is thereby rendered fully two hundred per cent more permanent.

Many a penny can be turned during October by sign painters who have the knack of turning out attractive political banners and transparencies. Cross-street streamers are also finding much favor this year.

The enterprising sign painter has it in his power to add many a dollar to his income in the fall months. If merchants are properly approached regarding the advantages of fence advertising on the roads leading out to adjacent sections of country, but, few will hesitate to give a trial order. The farmer's trade is about the most valuable that a retailer can have. They pay cash; they know what they want; they are not hard to please; they never ask for samples; they never return purchases, and there isn't a professional shopper among them. By far the easiest and best way to reach them is through the medium of fence signs on the roadways. Give a merchant good service on his first trial, and you are pretty apt to retain him as a permanent patron thereafter.

PAINT GALORE.

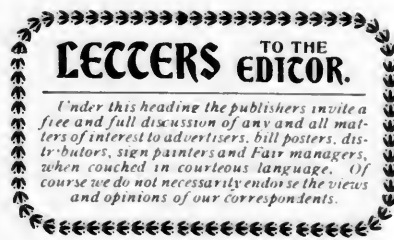
The "dead walls" of New York City are blooming as dead walls never bloomed before; and all on account of the handiwork of some expert sign writers. The signs that are attracting particular attention are those advertising the virtues of a certain brand of whisky, named probably after a well-known firm of publishers. Lower Broadway was blocked the other day by a curious throng watching the "artists" at work. There were two of them, and they were armed with brushes a foot thick and a yard wide, and with colors by the barrelful. In these respects they differed from the artists who worked with camel's hair pencils and tube colors. These artists were covered with paint, but the way they spread paint onto the side of that building was a caution. In the morning they started the job, at noon it was half-way done, and at five o'clock they were getting away—to decorate another building, like as not.—*New York Journal*.

WORKING THE FARMER.

The men who go around the country painting huge signs on barns, buildings and fences may offend the eyes of many, but fortunately all do not look at the matter in the same light. A good story is told in the *Kansas City Star* of a bicyclist who stopped at the place of a Missouri farmer and, noticing that the latter's barn had an unusual look, alluded to the fact. "Been fixing up the barn, haven't you?" he asked the farmer. "Yes it's all new painted," answered the farmer, proudly. "An' I reckon it's mighty purty lookin', too. Ye see, a feller came along one day an' says he belongs to a paintin' syndicate in Chicago as was out to paint all the barns in the country free, an' he said he would paint mine if I wanted him to. So I says: 'Go ahead if it don't cost nothin'.' I went to town with a load of hay an' when I got back the barn was painted, shore enough." The barn had been painted a bright yellow, as a good background for vari-colored advertisements with letters a foot or two long. The advertisement of a patent medicine covered both sides of the roof in letters of red, blue and green against the yellow. Chewing tobacco, shoes, soap, hams and other commodities were pictured and told about on every available space. "When I got back," continued the farmer, "the feller that was paint'n' says to me: 'I put a few signs on the barn,' says he, 'but you won't mind that none, an' they're good readin' matter when the paper don't come.' Anyhow, it didn't cost nothin' to paint the barn, an' I'll be darned if the boys ain't a-larnin' to read from it, which I consider pretty cheap education these hard times. —*Fame*.

Personal Mention.

"Hote" (C. S. Houghtaling) the millionaire sign painter and pioneer of rock and barn painters has fourteen gangs of painters touring the country at the present time.—R. R. Garver, of New Hampton, Iowa, is a sign painter who also posts bills. There are numerous other instances of this kind, among them Chas. Senyard of Pine Bluff, Ark., and J. N. Parker, of Prairie City, Iowa.



Sept. 29, 1895.

Editor BILLBOARD ADVERTISING.
I have just returned from down East, and while there I was surprised to learn that the *New York Journal* is now placing all their posting direct instead of through Gillin & Shawnessy. They tell me that the bill posters are all allowing full commissions, including New York City and Springfield, Ohio. Those bill posters that I questioned deny this statement, so far as they are concerned, but Mr. Troop of the *Journal*, says that all are paying commissions or charging only 2½ cents.

It seems to me that this is a good pointer to bill posters, that the minute an advertiser is given a cut rate he immediately brags about it to everybody to show what a smart man he is, b'gosh, and the man who won't brag has not yet been born. Boys stick to your price, or if you cut to one make the same cut to all others; that's the only honest way. BUCKEYE.

Warren, Ills., Sept. 14th, 1896.

BILLBOARD ADVERTISING Co.,
Gentlemen:—I received this month's issue of your very neat and attractive paper, BILLBOARD ADVERTISING, for which I am very much obliged. I was exceedingly well pleased with both its appearance and the reading matter therein. I take pleasure in thanking you and wishing you every success. I beg leave to remain

Yours sincerely,

E. JAMES RICHARDS,
Box 358, Warren, Ills.

St. Louis, Sept. 20th 1896.

Editor BILLBOARD ADVERTISING.

It gives me pleasure to state that we have had so much bill posting during the month of September that we were compelled to use several of our bulletin boards in order to give our customers a first class showing, although, we have erected over 2,000 running feet of new boards this month.

We have done posting this month for the following: Veoman Hat Company; Guyer Hat Company; Schilling Corset Company; "Fair" Shoe and Clothing Company; Coca-Cola Company; Berry Horn Coal Co.; St. Louis Star; S. Jacoby Co.; Puck Cigars; St. Louis Exposition and Music Hall Association; Pain's Last Days of Pompeii; Last, but not least, we have had the exclusive billing of the Great Wallace Shows—having placed for them 8,500 sheets.

We have already closed contracts for over 11,000 sheets for the month of October which will keep us busy for a few days at least. P. G. STOUT.

Valparaiso, Ind., Sept. 4th, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir:—I agree with Mr. J. A. Muldoon in regard to the Beeman Chemical and Chewing Gum Co., of Cleveland, O. I am an honest bill poster in every line, but I can't agree with Mr. J. J. Disch, of Kenosha, Wis., nor can I agree with the Old Colony B. P. Co., of Providence, R. I. I will say this much, the firm mentioned can never get another daub on my boards. Also notify the craft that the Borg Chemical & Gum Co., of Chicago, was once the Danheiser Tolu Fruit Gum Co., of same city. The firm is managed by I have been waiting for a long time to get a crack at them. I did some work for them, and never could get anything out of them. I give them a first-class showing of thirty days, and they also got twelve days extra, on account of my boards not being crowded. Their traveling salesmen inspected the work, and pronounced it as good as they wished to have. So notify all bill posters to let them alone or get their money in advance. I have been sixteen years in the business, and they are the only two firms that cannot get me to do any more work for them.

Yours with respect

W. DRULLING ER

Manchester, N. H., Sept. 24th 1896.

Editor BILLBOARD ADVERTISING.

One of the most important works, and fruitful too, if it can be secured by the reliable distributor is "theatrical work"; by that I mean the "hangers, hand bills, circulars, pamphlets, cards and books" given out to advertise shows that appear during the theatrical season in each town from September to May. The service generally rendered is execrable in the extreme. The idea is this: the printing house who has the contract for printing that Company's work generally sends a batch of advertising matter to each house where the show is to appear. When the bundle arrives, generally the house manager being oftentimes busy with other work, gets a few boys, who for a free pass to the gallery, do the distributing, and what distributing! I know of a town where a barber is supplied with all the lather paper necessary out of those heralds. They get, say from 800 to 2000 pieces each to put out for the magnificent (?) sum of 15 cents or 25 cents (actual value of a gallery ticket). Of course any reliable distributor would not do work at such prices, but then look at the service done. It is practically money thrown away to have distributing done like that. The expenses of printing, freight, etc., are useless expense. Better throw the money away at the beginning as it is the same thing at the end. The boys hired have no idea to work very hard. And the moment the manager's back is turned, down go the heralds in some convenient "sewer hole." This fact any "Sewer Hole Cleaning Brigade" can testify to as being absolutely truthful. Some-

times the advance agent follows them, but his duty must be done in such a hurry that he never has over one day in one city to see the work done, and then generally six or seven hours only at that. What distributors must do is to convince and try to get these managers and proprietors of travelling shows to see how the work is done, and the difference between that and the honest service you want to give them. Take everything in consideration, the light is hard, because they are used to that kind of work, and then the local manager will no doubt use his argument protesting against it, as it would prove a doubt against his honesty (?). But as "A feint heart ne'er won a fair lady," we must not give up the fight, but keep every one of us at it continually until success is perched on our banner, which will be soon if we go at it with a vim and will of getting there. Fraternally yours,

"FEDORA."

St. Louis, Mo., Sept. 18, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir—Kindly allow me space for a few remarks regarding the clerical duties of a bill poster. This appears to be a matter to which the average bill poster devotes little thought.

As it is well known our firm deals with the bill poster direct, thus saving to him the commissions which would otherwise go the middle man or solicitor. We use a form of proposition that is simplicity itself, yet it is surprising the number we are obliged to return for corrections. All of our propositions ask for terms for a full 30 days guaranteed showing, but some people will persist in erasing the 30 and substituting "15, 20" or "25" without offering any reason for the change. If paper is properly posted it should withstand the ordinary elements, with a renewal here or there, for 30 days. Then why should one go to the expense of re-billing in 15 days when a few renewals will serve the purpose?

As to renewals.

We are always anxious to furnish renewal paper and would in all cases include same with original shipment, thus saving transportation charges, except that on numerous occasions when shipping renewals with regular billing, although we state that the shipment contains so many extra stands for renewals, the bill poster has presented us with a bill for that number of extra stands. In many cases we have paid these rather than have unjust statements made regarding our method of doing business, for no one can truthfully say that this firm ever turned down a claim that had a semblance of justice. As to whether we further favor these firms with our patronage is another matter.

Again. When making shipments of paper we enclose with the notification a form of reply postal, asking the bill poster to give us date of receipt, posting and expiration of paper. This request is often not complied with, though the card is self-addressed and would require less than one minute to fill out. This failure to return the reply postal prevents us from knowing just when paper expires and allowing us to make prompt shipment for re-billing. On the other hand some bill posters seem to construe the act of returning the postal, stating when paper was posted, into a bill and wonder why we don't remit on the strength of their stating paper is posted. Acknowledgement of posting does not constitute a bill. We have no regular inspectors of posting, though all of our salesmen act as such, and do not require that paper be inspected before bill is presented.

The majority of bill posters do not use a bill head, which they should do, but often incorporate their bill in the middle of a letter. Use personal stationery, gentlemen, if possible, and in sending in your bill, if you have any remarks to make, make them on a letter-head and not on your bill. A "sloppy" looking bill or letter causes the impression that one is possibly getting a "sloppy" display while a neat one has the opposite effect.

Very respectfully,

W. S. MASON,
with Liggett & Myers Tobacco Co.,
St. Louis, Mo.

Verbosity kills the value of a poster.

Pictorial posters are the most valuable, because they are the embodiment of brevity.



Claim your dates for '97.

The fair at Salem, Ill., is postponed from September 15-18 to October 13-16.

The *Ledger*, of Maysville, Ky., refers to the Kentucky fairs as "agricultural horse trots."

The same meeting that settles up this year's business should elect the officers for next year.

The first day of December ought to see every organization perfected, and officers elected for 1897. By January all dates should be claimed.

Every secretary should subscribe for and read *BILLBOARD*. Our fair department will grow more and more interesting helpful and informing as the months pass by.

Any fair manager however small and insignificant his fair may be who will use copies of posters sent him as samples is deserving of the severest censure. It is downright dishonesty.

Mississippi has but one fair this year. It is held at Vicksburg, and will be called an exposition. The premium lists are out and the buildings are rapidly approaching completion. The feature of the open air attractions will be the intercollegiate foot ball games.

Mr. Burnham, of the E. G. Burnham Co., of New York, in a recent interview regarding the value of exhibits at fairs, observed: "They are good in their way. Showing food products and beverages is one thing. Having people buy them is another thing. It is easy to give away food and drink, but you cannot say it is going to bring you any returns."

The fair at New Lexington, O., was a most unqualified success. There is little doubt but that it was the best fair they ever held. Unfortunately however, on September 18th, the Sheriff swooped down and attached gate receipts and everything in sight on a claim against the former society. Much confusion and annoyance ensued in consequence besides considerable anxiety. Secretary James E. Curran, however assured every one that their claims would be paid in full and they left fully satisfied that they would recover in full in November. Tom Grinley and Wm. J. Schram, the aeronauts are among the claimants who recovered amounts due them in part.

The season of 1896 has been the worst that has been experienced in a decade, yet it is worthy of note that good fairs have enjoyed prosperity. Of course, new ventures and mediocre affairs have experienced uniformly poor business which in many instances has amounted to disaster, but those societies of established reputation that have been managed by men of experience, and conducted on sound business lines have fared exceedingly well.

Nearly all of them have held up to the record of former years, and not a few have beaten all previous records. The few who have fallen behind can trace the cause to local conditions which could not be anticipated or avoided.

Fair management is exacting. It requires a man of ability, brains and experience to properly conduct its intricate details. We hope that this fact will soon be generally admitted and recognized. The sooner it is, the sooner the annual fairs become the means of benefitting the communities in which they are held.

Personal Mention.

W. J. Green, secretary of the Peterborough Central Exhibition of Peterborough, Ontario sends us an admirable premium list. Mr. Green by the way is a prosperous merchant tailor and an enthusiastic believer in fairs—It is rumored that the great Inter-State Fair of Elmira, N. Y., will be revived again in '97; under the management of its former secretary and general manager, George M. Robinson.—C. K. Mason, who managed the Hornellsville, N. Y., fair for the Farmers' Club of that city, was secretary of the same society some four or five years ago.—Sam Spaulding secretary of the Lebanon, Ky., fair is very modest when it comes to claiming allowances.

ADVERTISING AT FAIRS.

One of the leading Western manufacturers of machinery last year spent \$5,000 in advertising material used at the county and State fairs of the Western States. This year he will not spend anything. The result was not what he looked for and the reason he attributes to the manner in which he put out his money. The chief item of his expenditures was a line of little booklets that were given to the people as they passed his exhibit. But there were in the paths of the grounds hundreds of these which the recipients had thrown away after receiving them. Other hundreds and perhaps thousands were never received by the people who could or would read them, while a vast amount more were thrown away on the way home and so never made a convert.

This experience is by no means a strange one. The firms that have made the closest study of the art of advertising at the fairs are almost unanimous in the opinion that there is a great waste of material in such work. The character of the crowds may be of the kind to seize the propositions presented, but there is not the disposition to study the mass of books and pamphlets given out by the exhibitors.

"I have noticed," said a prominent plow manufacturer, "that the children are the ones that

gather the advertisements at the fairs and we have ceased to give out any. The children keep the ones that have the brightest pictures and take them home to play with, but it does not pay. Too much of this kind of material is put out and the people are burdened with it. I instructed my agents to give the material only to the grown folks and to see that they put it in their pocket—but it was a failure. So we decided to give only to those who had interest enough to come to the exhibit and examine what we had to sell. Then we were sure that we had given the stuff to persons who would appreciate it. That is the only way not to waste a great portion of it."

The advertiser estimates that fully three-fourths of the advertising matter put out at the fairs is wasted. The plans to make the recipients read the matter put into their hands have been many and ingenious, but none has been entirely successful. It may be considered that the old way of giving out unlimited supplies to every passer in the crowd is both expensive and unprofitable. The big motto which urges the visitor to "ask for descriptive pamphlets" is one of the best ways to get the right people interested, but it is found that only a small portion of the crowd will stop for such an errand.

Probably one of the best devices is the small puzzle that is of sufficient attractiveness to cause the recipients to take it home. If it is too easy, however, it will be solved and thrown away. One firm that secured a large amount of these was grieved to find the walks and drives of the grounds at the first fair where they were used strewn with them. They sent to the home office the rest of them and had the lot sent to the stores with the shipment of goods.

Whether signs and posters do any good at fairs is a question that is not settled yet. That they are very much in evidence is patent, but some advertisers are of the opinion that they are not read, as the people are too busy sight-seeing. Many committees will not allow these signs and the modest ones over the exhibits are the only addresses to the public eye that the exhibitors can secure. By far the best advertisement is an exhibit that the passer-by will remember. They go home to talk of it, as did the Centennial attendants about the "Butter woman." Money spent on the decoration of the exhibit is usually better used than in printed matter to be given away.—C. M. HARGER, in *Printers' Ink*.



Most of the poster printers reported business poor during September.

Poster printers should advertise in every issue of *BILLBOARD*. It is the only medium that goes to advertisers who use posters.

Poster printers will do well to circularize our list of bench shows, racing meets, poultry shows, etc., every month. Many especially unimportant affairs are published but once.

A German firm has taken out a patent for the preparation of printing surfaces of plaster in place of those of zinc, copper, etc., in common use. A metallic base is used for each block, the upper part of which is coated with a sheet of plaster about half an inch in thickness and united to the metal backing by a specially prepared cement. The design is engraved on the plaster by a tool having a steel point. The plaster carrying the design is subsequently hardened by being treated with a liquid solution, having a base of silicate of potash, and the block is then ready for use. It is claimed for these plaster originals that they are much cheaper than zincs, take ink well, and are easily cleaned.

Several small fairs were billed exclusively with samples sent them. The thrifty management simply having a few strips printed containing name, place and date of the meeting. This calls for some action on the part of the printers. Sample copies have come to be quite a burden and expense, and it is hoped that half-tone cuts will be adopted in place of them. Where sample copies are absolutely unavoidable, the words "SAMPLE COPY" should be printed across the face in some tint strong enough to deface them for advertising purposes, but sufficiently transparent to show the design.

At an early hour on the morning of September 16th, the greater part of the working plant of the Winterburn Show Printing Co., 158-160 Clark Street, Chicago, was destroyed by fire.

Fortunately the books of the concern and the finished stock of printing on the shelves, were saved intact. This fact saved their theatrical patrons a world of inconvenience, and insured their being able to continue on their tour without interruption, which would have ensued if they had been unable to procure paper as usual. With commendable promptness, the Winterburn Co. notified their patrons of the state of affairs, and by the evening of the 16th, had an entire new equipment for their plant ordered, a new location selected, and were running as usual on September 27th.

Poster printers who obtain contracts with commercial houses intending to cover large sections of the country, would do well to refer their customers to one of the recognized middlemen, to place the posting. Few printers have either the time or the inclination to work out the detail necessary to a proper distribution of a large amount of paper and the advertiser, especially if he be new on the boards is utterly unfit to undertake the task. Men like Hoke, Gude, Houghtaling, Munson, Reagan, Van Beuren, Fulford, Schaefer, Hood or Plato make a business of this particular part of the work. They not only possess wide and varied experience, but also know how to apportion the quantities for each town to a nicety. They can do the work economically, and what is more to the point, they can do it right. Often times a new firm on the boards abandons them after the first attempt, solely on account of the difficulties they experienced in apportioning and distributing the paper, whereas if it had been done by a man of experience, they would have continued to use the boards indefinitely.

Personal Mention.

Chas. B. Hood & Co., are handling Morgan's syndicated commercial posters exclusively.—The Riverside Show Printing Co., of Milwaukee now give bill posters commissions.—The Donaldson Litho Co. have again added two new Hoe presses to their plant.—The great American Engraving and Printing Co., 57 Beekman St., N. Y., are getting out a line of stock commercial posters.—The Enquirer Job Printing Co., of Cincinnati, are having great success with their commercial posters.—Hennegan & Co., still continue very busy.—The Miner Lithographing Co., of N. Y., ran night and day during September.—The Penn Printing and Publishing Co., succeeds the Ledger Show Print of Philadelphia, occupying the same quarters at 603-605 Sanson St. Jos. A. Eslen is at the head of the new concern.

LIST OF FAIRS. 1896

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

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ARKANSAS

Newport Jackson County Fair Association Oct 7-9 I. Hirsch sec
Monticello, Monticello Fair Association. John J. Whittaker, sec'y. Oct. 14-17.

CONNECTICUT.

Branford Branford Agl Soc Geo C Fields pres, J A Pond sec
Crested, Crested fair, Oct 7-8
Danbury Danbury Fair Oct 5-10 G M Rundle sec
East Granby, East Granby fair, Oct
Harwington, Harwington fair, Oct 6
Killingworth, Killingworth fair, Oct 7
Meriden, State Agricultural Fair
Stford Springs, Stafford Springs Agl Soc Oct 6-8 C B Barry sec
Simsbury, Simsbury fair, Oct
Union (Somers, etc.) Somers fair, Oct 1
Wolcott, Wolcott fair, Oct

ILLINOIS.

Carrollton Green county Oct 13-16
Dunlap Peoria county Oct 6-9
Galena Jodavess county Oct 6-9
Golconda Pope county Sept 30-Oct 2
Graysville Wirt county Oct 5-10
Hoopston Hoopston Fair Sep 29 to Oct 2 Dale Wallace sec
Jerseyville Jersey county Oct 5-9
Kincaid Perry county Oct 6-9
Salem Marion County Fair, Oct. 13-17.
Springfield Illinois State Fair Sep 28 to Oct 3 J N Judy pres, John Bunn treas, W C Garrard sec
Vienna Oct 13-16 W Y Smith sec

INDIANA.

Angola Steuben Co Agl Assn Oct 6-9 A M Parsons pres, H L Hutson sec
Boonville Warrick Co Fair Sept 28 to Oct 3 W Taylor sec
Bourbon Bourbon Fair Assn Oct 6-9 Jac Fritsch pres, J W Eldson sec
Bremen Bremen Agl Soc Sept 29 to Oct 1 John Huff pres, John R Dietrich pres, Henry H Miller sec
Kendallville, Sept. 28, Oct. 2. Nathan Roberts, Pres.; John Mitchell, Treas.; J. S. Conlogue, Secy.
Ligonier Noble Co Fair Oct 6-9 Orlando Kimmell pres, John H Green treas, J H Hoffman sec
Portland Jay Co A H & I Joint Stock Co Sept 28 to Oct 2 John Schmuck pres, William Green supt, James F Graves sec
Rochester Sept 30 to Oct 3
Vincennes Knox Co A & M So Oct 12-17 Jos H Barr pres, Edward Watson treas, James W Emson sec

IOWA.

Bedford Sept 29-Oct 1 H L Pierce
Decorah Winnishetk county fair Assn Bedford Sept 29-Oct 1 H L Pierce sec
Greenfield, Adair Co Fair Association, Sept 28-Oct 1 Ernest Funke, pres't; A J Gibbs, sec
Menlo Oct 6-9 A H Grisell sec
Pella Lake Prairie Dist fair Sep 29 to Oct 2 Chas DeCook pres, C Rhynsburger treas, Chas Porter sec
Perry Sept 28 to Oct 1 J T Davis sec
Rhodes, Eden District Agricultural Society Fair, Sept 15-17 H M Weeks, secy
Salem Sept 29 to Oct 2 A S Crew sec

KANSAS.

Mound City, Linn Co Agricultural Association, Oct 6-9
Paola Miami Co Agricultural Association Sept 29-Oct 2 J F Donahoe pres, G P Leavitt sec

KENTUCKY.

Greenville Muhlenberg County Fair Ass'n (incor) Oct 14-17 '96 J G Jackson Pres W L Phillips Sec C B Morgan Ast Sec
Mt Olivet Sept 30 to Oct 3 J L McDowell sec

MAINE.

Salisbury Cove, Eden fair Oct 9

MASSACHUSETTS.

Athol Worcester N W Agl and Mech So Oct 6-7 B W Spooner pres, T H Goodspeed treas, J H Humphrey sec
Barre Worcester county West fair Oct 1-2 Geo Mixer pres, Chas H Follansby treas, Matthew Walker sec
Boston Massachusetts Horticultural Oct 6-8 Francis H Appleton, pres, C E Richardson, treas, Robt Manning sec
Brocton Brocton agl so Sept 30 and Oct 1-3 H W Robinson pres, E M Thompson treas, Ira Copeland sec
Great Barrington Honsatonic county Sep 30 to Oct 2 C B Benedict pres, O C Bidwell treas, Frank H Briggs sec
Northampton Hampshire, Franklin and Hampden counties Oct 7-8 H C Comins, pres, D J Wright treas, S S Warner sec

MARYLAND.

Frederick City The Frederick fair Oct 13-16 Chas N Hargett pres, D V Stauffer treas, Harry C Keeler sec
Hagerstown Oct 20-23 P A Witmer sec
Upper Marlboro Prince George Co Agl Assn Sept 29 to Oct 2 Wm G Brooke sec

MICHIGAN.

Caledonia Caledonia Union fair assn sept 30-Oct 2 Chas H Kinsey sec
Hillsdale Hillsdale agl so Sept 28-Oct 2 Fred S Smith pres, W K Brauch sec
Litchfield Union Agl so Oct 6-9 R W Freeman pres, A J Lovejoy treas, L B Agard sec

MISSOURI.

Cape Girardeau South-eastern district agl so Oct 13-17 E H Engelmann sec
Chillicothe Sept 29 to Oct 2 O T Shour sec
St Louis St Louis fair Oct 5-10 R Aull sec

MISISSIPPI.

Vicksburg, Nov 9-16

NEBRASKA.

Beaver City Furnas county Sept 29 to Oct 2 Fremont Dodge county Sept 29 to Oct 2 W H Haven sec
Indianola Red Willow Co Agl Soc Oct 6-9 R Duckworth pres, J H Berger sec
North Platte Oct 14-15
Plattsburgh, Oct 6-9
Syracuse, Sept 29-Oct 2
Tecumseh, Oct 13-16

NEW JERSEY.

Trenton Inter-State Fair Sept 28 to Oct 2 Jno Guild Muirhead sec

NEW MEXICO.

Albuquerque Territorial Fair Ass'n Oct 12-17 1896 C F Myers pres W S Strickler treas J E Saint sec Frank Lee asst sec

NEW YORK.

Bath Steuben Co Agl Soc Sept 29 to Oct 2 A C Brundage sec
Geneseo Livingston county Oct 4-6
Rochester Western New York Fair Sep 28 to Oct 3 H A Kingsley sec

NORTH CAROLINA.

Raleigh North Carolina state agl assn Oct 20-21 B Cameron pres, John Nichols sec

OHIO.

Ada Tri-County Fair Sept 29-Oct 2 Agnew Welsh sec
Akron Summit Co Fair Sept 29-Oct 2 Albert Hale sec
Bowling Green Wood county Fair Co Sept 29 Oct 3 A S Kopee pres, J G Hickox treas, W R Noyes sec
Bellefontaine Logan county fair Sept 29, 30, Oct 1-2 Banner M Allen sec
Bellevue Bellevue Fair Co Oct 6-9 G S Lanterman pres, J W Close treas, Gus Dangeleiser sec
Cadiz Harrison county fair Sep 30-Oct 2 A D McGuire pres, W S Cessna treas, J C Glover sec
Canal Dover Tuscarawas Co Fair Sept 29, 30 and Oct 1, 2 H W Streb sec
Carrollton, Carroll Co Fair, Sept 29-Oct 2 C A Tope, secy
Elyria Lorain county fair Sep 29-Oct 2 J L Reed pres, J E Willard sec and treas,
Fremont Sandusky county agl so Sept 29, 30 Oct 1, 2 S B Cole pres, T A Lang treas, Jas A Smith sec
Georgetown, Brown Co Agricultural Society Fair, Oct 6-9 J W Hederick, secy
Hamilton Oct 5-9 W C Hunter sec
Kenton Hardin county fair Oct 6-9 J M Fisher pres, F B Rummel treas, A M Rice sec
Lancaster Fairfield county fair Oct 13-17 T J Barr pres, A I Vorys treas, W T McCleughan sec
Mansfield, Sept. 29-Oct 2 Newton Charles, secy
Marion, Marion county fair Sept 29-Oct 2 Albert Osborn pres, S N Titus treas, J R Waddell sec
Millersburg Holmes county fair Sep 29-Oct 2 G F Gilbert sec
Mt Gilead Morrow county fair Oct 6-9 W O Thuma pres, J M Moody treas, O J Miller sec
Newark Licking county fair Oct 1-4 G W Harton pres, A J Crilly treas, Ad C Seymour sec
Newcomerstown Oct 13-16
Orville, The Great Central Ohio Fair, Oct 6-9 Proctor E Seas, secy
Ottawa, Putnam Co Fair, Oct 6-10 B F Seitz, pres't; A P Sandles, secy
Richwood Tri county fair Oct 13-16 J E Robinson sec

Troy Miami county fair Sept 28-Oct 2 W I Tenney sec
Upper Sandusky Wyandott county fair Oct 5-8 S B Gillett pres, Henry Kear treas, Oscar Bilhardt sec
Washington Guernsey county fair Sept 29-Oct 2 Maj J W Moore pres, R S Fraue treas, V D Craig sec

OKLAHOMA.

Guthrie The Oklahoma State Fair Association Sept 29 to Oct 2 J W Scothorn sec

OREGON.

Baker City First Eastern Oregon Board of Agriculture (Date not reported) Isadore Fuchs sec
Central Point First Southern Oregon District Board of Agriculture (Date not reported) J H Downing sec
Dalles Second Eastern Oregon Board of Agriculture (Date not reported) J O Mack sec
Salem Oregon State Fair Oct 7-13 C B Irvine sec

PENNSYLVANIA.

Belle Vernon Oct 6-8 J S Jones sec
Bloomsburg Columbia Co Agl Hort and Mech Assn Oct 13-17 John S Mensch pres, James C Brown treas, A N Vost sec
Burgetstown, Arion Agricultural Association Fair, Oct 6-8 Hugh Lee, pres't; Wm Melvin, secy, South Burgetstown, Pa
Cambridgeboro Central Crawford Agricultural Society Sept 23-25 A S Faber sec Cambridge
Carlisle Cumberland Co Agl Assn Sept 29 to Oct 2 Chas H Mullin pres, John Stock treas, W H M'Crea sec
Carmichaels Oct 7-8 J C Kerr pres, Ewing Bailey treas, L W Gwynn sec
Dayton Dayton Agricultural and Mechanical Association Sept 29 to Oct 2 W C Marshall sec
Forkville Sullivan Co Agl Soc Sept 30 to Oct 2 M R Block pres, E S Little treas, J L Hoagland sec
Greenville Oct 6-8
Kutztown, Keystone Co Agl & Hor Soc Fair, Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa J D Warner, Treas; J P Hines, Sec'y
Kutztown Keystone Agricultural Society Oct 5-9 J B Esser sec
Lehighton Carbon county industrial so Sept 29 Oct 2 H Miller pres, V Schwarz treas, C W Bower sec
Lewistown Mifflin County Agricultural Society Dec 8-11 A T Hamilton sec
Milton Milton driving park and fair assn Oct 6-9 W A Dean pres, M H Barr treas, H W Chamberlain sec
Nazareth Northampton County Agricultural Society Oct 6-9 J J Maus sec
Philadelphia Pennsylvania Horticultural Society Nov 10-14 David Kust sec
Uniontown Fayette county Agricultural Association Sept 30 to Oct 2 W W Parshall sec
York York County Agricultural Society Oct 5-9 E Chapin sec

TENNESSEE.

Columbia, Columbia Fair Association Fair, Oct 9-9 W P Waldge Pres't; J J Fleming, Treas, B S Thomes' Sec'y, Hurricane Switch, Tenn Dyersburg Dyer Co Fair Assn Oct 8-12 T C Gordon sec
Murfreesboro Rutherford county fair assn Oct 1-3 W R Jarratt sec, T W Cox treas, J C Culum sec

SOUTH DAKOTA.

Aberdeen, Inter-State Grain Palace Association, S. W. Narregang, pres, Aug Witte, sec. H. H. Sabin, treas. Oct. 5-10.
Yankton, South Dakota State Fair, Sept. 28 to Oct. 2. Morris H. Kelly, sec.

TEXAS.

Corsicana Oct 6-9 F C Hand sec
Dallas Texas State Fair and Dallas Exp Oct 10-25 J T Trenzaut pres, C A Cour sec
Dickinson Texas Coast Fair Nov. 10-14 R T Wheeler pres, Joseph Lobit treas, F W Mally sec
Groesbeek Limestone county fair assn Sept 30-Oct 3 Dr S D Bugg sec
Hillsboro Hill Co Fair Oct 28-30
Victoria Southwest Texas Fair Oct 6-10 L D Heaton pres, D H Regan treas, L N Hofer sec

VIRGINIA.

Richmond Virginia state agl and mech so Oct 13-16 J S Watkins pres, W G Owens sec
Suffolk Suffolk fair and agl assn Oct 20-24 G W Nurney pres, J Walter Hosier sec

WASHINGTON.

Coffax Whitman Co Fruit Fair Sept 29-Oct 3
North Yakima Wash State Fair Comm Sep 30 to Oct 5 A B Weed pres, Fred Parker treas John Reed sec
Spokane Fruit Fair Assn Oct 1-3 John A Fruch pres, F W Smith genl mgr

WISCONSIN.

Baraboo Sauk county agl so Sept 29-Oct 2 J S Hall sec
Beaver Dam Dodge county agl so Sept 29-Oct 2 C W Harvey sec
Cedarburg, Ozaukee county agl so Oct 1-7 D R McGinley sec
Elkhorn Walworth county agl so Sept 29-Oct 2 S Mitchell sec
Richland Richland county agl assn Sept 29-Oct 2 J G Bunnell sec

CANADA.

Beachburg North Renfrew fair Oct 1-2 John Brown sec
Fergus Centre Wellington fall exh Oct 6-7 J J Craig sec
Markham E. R. of York and Markham agl soc Sept 30-Oct 2 W H Hall sec
New Westminster Royal agl and ind soc Oct 6-10 A B Mackenzie sec
Otterville South Norwich Union agl soc Oct 2-3 Alex McFarlane sec
St John N B St John Exh Assn Sept 22 to Oct 2 Chas A Everett sec
Stratford, Ont Oct 1-2 Jno Brown sec

Poultry Show Dates.

Table listing poultry show dates for various locations including Texas State Fair, Oneonta, Sedalia, Nashville, St. Louis, Falls City, La Crosse, Topeka, Geneva, Garden state, Dixon, Mexico, Prophetstown, Dallas, Fort Worth, Princeton, Augusta, Westerly, Louisville, Cleveland, Schoharie, Kalamazoo, New London, Puckneyville, Auburn, Lansing, Birmingham, Jackson, Miamisburg, Westchester, Shelby, Parsons, New York, Mid-Continental Association, Wilkesbarre, Preston, Titusville, Mansfield, New Haven, Lanark, Albuquerque, Hamburg, Detroit, Marion, Rochester, Denver, Washington, Tiffin, Elmira, Lincoln, Scranton, Pueblo, Jackson, Allentown, Oneida, Rockford.

Expositions.

Baltimore, Md. 1896. Indefinite
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. 14.
Milwaukee, Wis. Sept 12-Oct 17 John E Hansen, secretary and general manager
Nashville, Tenn. 1897. Sept 1 to Dec 24
Omaha, Neb. Trans-Mississippi and International Exposition, June 1 Nov. 30, 1895
St Louis Mo. 1896. Indefinite.

Dog and Bench Show Dates.

October 6-9 - Danbury Agricultural Society, Danbury, Conn., G. M. Rundle, Secretary
Field Trials
October 26. - National Beagle Club, Hempstead, L. I.
October 28. - Monongahela Valley Game and Fish Protective Association, Greene Co., Pa.
November 2. - New England Beagle Club, Oxford, Mass.
November 10. - Peninsular Field Trial Club, Lexington, Ontario.
November 16. - Eastern Field Trial Club, Newton, N. C.
November 17. - International Field Trial Club, Chatham, Ontario
November 24. - United States Field Trial Club, Newton, N. C.

\$25.00 PER YEAR SAVES

By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes. Agents can make big money canvassing and selling family rights. One family right mailed to any address for a silver quarter or thirteen two-cent stamps. ROANOKE SOAP CO. Brewer 13, Roanoke, Va

CONVENTIONS, Fetes, Celebrations, Etc.

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

- Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters Association, July 17-19, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.
Boston, Mass. World's Food 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.
Concord, N. H. Trade week, Oct. 12.
Caribon, Me. Grand Lodge, Good Templars, State, Semi-Annual Convention, Oct. 1-2.
Carlisle, Pa. S. S. W. Convention State Oct. 13-15.
Dayton, Ohio Sixth annual Convention of the Ohio Master Painters' and Decorators' Association, July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O.
Evansville, Ind. A. O. U. W. Celebration, big demonstration, Oct. 27.
Grand Rapids Mich. United States Letter Carriers' National convention, Sept. Robert Milne, cor sec'y.
Hartford, Conn. State Democratic Convention, Oct. 7-9.
Indianapolis, Ind. American Congress of Liberal Religious Societies, Nov 17-19.
Johnstown, Pa. Firemen's State Convention, October, 1896.
Leavenworth, Kas. I. O. O. F. Grand Lodge, State, Oct. 12.
Meriden, Conn. Cyclists Convention, State, Oct. 15.
New York. American Institute Fair, Sept. 28-Oct. 24, 1896.
Norwich, Conn. Connecticut State Teachers' Convention, Oct. 19-17.
Nashua, N. H. Merchants' Week, Oct. 5-10.
Northampton, Mass. International Convention Sunday School Workers, estimated attendance 500, Oct. 6-8.
North Adams, Mass. Y. M. C. A. Convention, Mass. and R. I. Inter-State, Oct. 16-17.
Philadelphia, Pa. Ninth Annual Convention of the National Paint and Varnish Association October 13-15, 1895. D. Van Ness Person, sec'y, Chicago, Ills.
Pittsburg National Convention Brotherhood of St. Andrew, October 15-17.
St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20.
St. Paul, Minn. G. A. R. Renuion, Sept. 2-5.
St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9, 1897. Clarence E. Roney, sec'y, Waukegan, Ills.
St. Louis, Mo. National Carriage Builders' Association, October 11-17, 1896. H. C. McNear, sec'y, Wilmington, Del.
Scranton, Pa. Christian Endeavor Convention State, Oct. 6-8.
Salem, Mass. Christian Endeavor Convention, State, Oct. 15-16.
Worcester, Mass. 31st Annual Renuion, Massachusetts Veterans, Oct. 7.
Waterloo, Ia. Baptists' Convention, State, Oct. 19-23.

RACES.

- What Cheer, Ia, Sept 28 to Oct 1
Portland, Ind, Sept 28 to Oct 2
Troy, O, Sept 28 to Oct 2
Bellevue, O, Sept 28 to Oct 2
Hillsdale, Mich, Sept 28 to Oct 2
Louisville, Ky, Sept 28 to Oct 3
Springfield, Ill, Sept 28 to Oct 3
Yakima, Wash, Sept 28 to Oct 3
La Grande, Ore, Sept 28 to Oct 3
Concord, N. H, Sept 28 to Oct 3
Boston, Mass (N. E. Breeders) Sept 28 to Oct 1
West Salem, Wis, Sept 29 to Oct 3
Bellevue, O, Sept 29 to Oct 2
Mercer, Pa, Sept 29 to Oct 1
Trenton, N. J, Sept 29 to Oct 2
Bowling Green, O, Sept 29 to Oct 3
Conneautville, O, Sept 29 to Oct 1
Bel Air, Md, Sept 29 to Oct 2
Rockville, Va, Sept 29 to Oct 2
Elkhorn, Wis, Sept 29 to Oct 2
Warren, O, Sept 29 to Oct 2
Sycamore, O, Sept 29 to Oct 2
Pilotstown, Pa, Sept 29 to Oct 2
Burgessville, Pa, Sept 29 to Oct 2
Chillicothe, Mo, Sept 29 to Oct 2
S. Lem, Kan, Sept 29 to Oct 2
Paola, Ia, Sept 29 to Oct 2
Carrollton, O, Sept 29 to Oct 2
Groesbeck, Tex, Sept 30 to Oct 2
Fulth, Wis, Sept 30 to Oct 2
Great Barrington, Mass, Sept 30 to Oct 2
Clarion, Pa, Sept 30 to Oct 2
Akron, O, Sept 31 to Oct 2
Warren, O, Oct 1 to 2
Upper Sandusky, O, Oct 5 to 8
Hamilton, O, Oct 5 to 9
Medford, Mass (Dicks) Oct 5 to 10
Johnstown, Pa, Oct 5 to 10
Belle Vernon, Pa, Oct 6 to 8
Ligonier, Ind, Oct 6 to 9
Corsicana, Tex, Oct 6 to 9
Mound City, Kan, Oct 6 to 9
Medford Mass (Mystic) Oct 6 to 9
Kenton, O, Oct 6 to 9
Cleveland, O (Newburg) Oct 6 to 9
Milton, Pa, Oct 6 to 9
Joliet, Ill, (Ingalls) Oct 6 to 10
Lexington, Ky, Oct 6 to 10
Minerva, O, Oct 7 to 10
Salem, Ore (State Fair) Oct 7 to 13
Portland, Ore, Oct 7 to 14
Spokane, Wyo, Oct 7 to 17
Dill, s, Tex, Oct 10 to 15
Stuigs, Mass, Oct 12 to 23
Medford, Mass (Mystic) Oct 13 to 16
Idoomsburg, Pa, Oct 13 to 17
Richwood, O, Oct 13 to 16
The Dalles, Ore, Oct 19 to 24
Somerset, O, Oct 21 to 23
Heppner, Ore, Oct 28 to 31

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

THEATRICAL DESIGNERS, LITHOGRAPHERS AND GENERAL JOB PRINTERS. Poster Work Our Specialty

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 23 cents.

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.

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

LICENSED BILL POSTING, TACKING, DISTRIBUTING. J. S. CRAIG, 319 LEXINGTON AVENUE, HASTINGS, NEB. Own and Control all Boards and Privileges. 20,000 Square Feet of Boards. POPULATION 15,000.

POSTERS OF ALL KINDS AND HAND BILLS TOO. The best work and lowest prices that can be obtained in all America. Write us. THE GREAT American Engraving and Printing Co. 57 BEEKMAN ST, NEW YORK. T. R. DAWLEY, Pres. R. E. ROYLANCE, Sec'y.

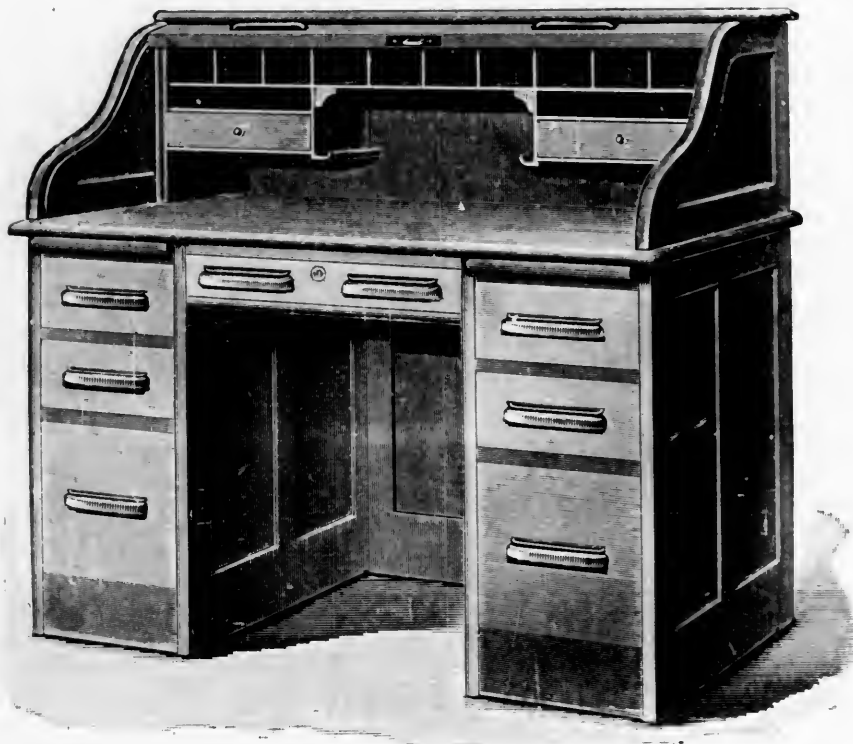
B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA.

Correspondence Solicited.

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.

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

Push. 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 Best and Cheapest

DESK

On the Market.



THIS Desk is solidly constructed of oak, has double row of Drawers, Sliding Tablet, Combination Lock, Finished Back, and is a perfect marvel of convenience and elegant workmanship. Nothing but high-grade material used in its manufacture.



Special Price for Thirty Days, \$17.50.

Freight prepaid only when the cash accompanies the order.

MURPHY DESK CO.,

No. 139 KENYON AVENUE,
CINCINNATI, OHIO.

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.

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

KITTREDGE COMPANY, Publisher
13 Astor Place, NEW YORK.

"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.

Modern Sign Writer and Ornamentor.

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

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

DEAFNESS CURED
And SOFTENING 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. COOK, 253 Broadway, Cor. 14th, New York. CALL or WRITE for ILLUSTRATED BOOK of PROOFS, FREE. NO AGENT.

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.

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 to Commercial Work. All Work Guaranteed.
319 Cherry St., FINDLAY, O.
POPULATION 23,000.

GET THE BEST!

THE STAR
COIL SPRING SHAFT SUPPORT AND ANTI-RATTLER.

SELLS AT RIGHT!

Part selling, always give satisfaction. No weight on horns. Worth twice the cost for money saved in hitching up. Agents wanted. Send stamp for circular. Price, \$1.50. State rights for sale.
THE DECATUR SHAFT SUPPORT CO.
Decatur, Ill.

Salaried Positions

to travel that pay from \$10 to \$20 weekly and expenses, secured for competent men and women. Send 4c in stamps for written letter of particulars.

S. M. BOWLES, Woodford City, Vermont

Bands

Should be secured through my agency at once for your next year's Expositions, Fairs and Race Meetings. I prefer to book on long time contracts, but during the winter time, why do you not book some of the most pre-eminent and successful of the Six World's Famous Bands, of which I have the agency, and coin money in your city? Let me hear from persons of managerial skill, and book them either on a percentage or guarantee basis getting any quantity of window hangers and lithographic work you can use. Write for terms, dates, circulars, and any information desired. Address,

JOHN C. YOUNG, JR.,
95 Pitcher Street, DETROIT, MICH.

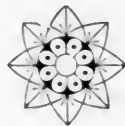
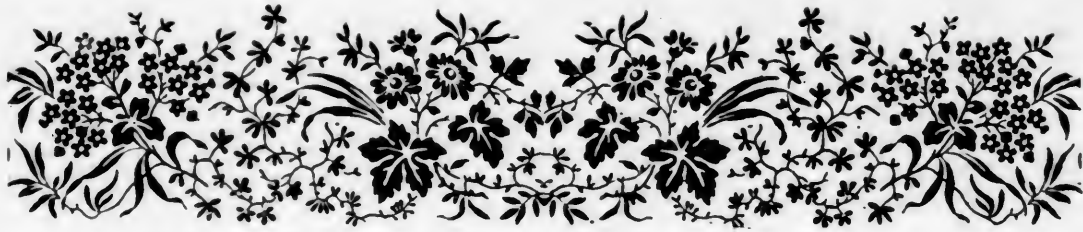
BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters.

Office, Donaldson Litho. Building, CINCINNATI, O.

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

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.



No firm on earth can do
GOOD printing cheaper
than we can. That is a
pretty strong assertion but
we are prepared to prove
it at anytime.



• You might also bear in
mind that we engrave pine
blocks with great skill
and much taste.

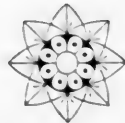


HENNEGAN & CO.,

719-721 Sycamore St.,



CINCINNATI.



**ORDERS FOR POLITICAL POSTERS WILL
BE SHIPPED SAME DAY AS RECEIVED.**

*We have just issued a
number of . . .*

**Pictoral
osters,**

*adapted to any business. We
will send samples free to any
bill poster who writes us.*





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.

Printer's Ink Helps Advertisers!

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

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

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

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

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

10 Spruce Street, New York.

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

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.

EVERY BILL POSTER
WANTS AND NEEDS
ADVERTISER

Profitable Advertising

(ILLUSTRATED)

The Advertiser's Trade Journal
of New England

Full of ideas and suggestions for
the Publicity Seeker.

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

KATE E. GRISWOLD,

Editor and Publisher,

13 School Street, BOSTON MASS.

CHEW GOOD TOBACCO.
**SHAKESPEARE
PLUG TOBACCO**
CHAMPAGNE FLAVOR.

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

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

LIST OF MEMBERS. CORRECTED MONTHLY.

International Bill Posting Association

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.

Table with columns: TOWNS, STATE, MEMBER, POPU'N, TOWN, STATE, MEMBER, POPU'N. Lists members and their populations across various states.

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Donaldson Lithographing Co., Cincinnati.
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Sam. W. Hoke, "
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Jas. E. Fennessey, Indianapolis.

NATIONAL INSPECTOR.

Chas. B. Kittredge, Waukegan, Ill.

ATTORNEYS.

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SCALE OF PRICES.

Cities of 1,000 to 5,000 popul'n, 3c. per sheet, 30 days.
5,000 to 10,000 " 4c. " "
10,000 to 20,000 " 5c. " "

PRICES FOR CIRCUS WORK.

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

CARD AND TIN TACKING.

4x8 to 5x14 equals 70 square inches, 1c. each.
5x14 to 6x18 " 108 " " 1 1/2c.
6x18 to 6x24 " 144 " " 2c.

DISTRIBUTING.

Distributing 3,000 articles not over 2-ounce weight \$2.00 per thousand.
Distributing 5,000 articles, not over 2-ounce weight, \$1.75 per thousand.

CLOTH BANNER SIGNS.

7x6 to 14x11—184 square inches, 2c. each.
14x6 to 21x28—588 " " 3c.

Advertisers

Obtain all the advantages of a guaranteed service by recourse to the system of the INTERNATIONAL ASSOCIATION OF DISTRIBUTORS, OF THE UNITED STATES AND CANADA. It is a genuine guarantee, one that really DOES GUARANTEE. Any person who contemplates advertising by means of Booklets, Circulars, Folders, Leaflets, Almanacs, Calendars, Blotters, Catalogues, or Samples, and wishes to have them honestly, thoroughly and conscientiously distributed from house to house, at less than one-fifth the cost of mailing, will do well to write the Soliciting-Secretary, JAS. L. HILL, NASHVILLE, TENN.



THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

President, J. A. CLOUGH, 647 Austin Ave., Chicago, Ills.
1st Vice Pres't, J. E. STROYER, Rochester, N. Y.

2d Vice Pres't, W. KRYDER, Dowagiac, Mich.
3d Vice Pres't, W. H. CASE, Ft. Wayne, Ind.



Distributors

Who believe in associated effort and recognize that the best way of helping the individual is by elevating the business at large, will do well to unite with this movement. The Association, which now numbers over four hundred and fifty members, is growing rapidly and its franchises will soon be at a premium. At the present time there is room for more sober, reliable men, who make a business of distributing, and W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O., will be glad to hear from them. Novices and minors need not apply.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

700 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.

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.

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

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

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

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

Nansimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 180.

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, 30,000.

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

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

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

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 30 years' experience in this city. Baggage and scenery truck express.

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

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

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

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

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

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

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own and 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. Cooley, Manager. Bill Binghamton, Lestershire, and Union. Special care given to commercial posting and distributing.

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.

Classified Advertisements

BILL POSTERS' DIRECTORY.

BIRMINGHAM, ALA. Thiess & Smith.

We own and control all billboards in our city. Special attention to commercial posting.

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

Meridian, Miss. Pop. 15,000. L. H. Hoffer, City Bill Poster and Distributor.

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 400.

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

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distributor and General Advertiser.

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

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

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.

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

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

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

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

Cincinnati, O. Pop. 350,000. Unexcelled Distributing Service. W. H. Stelubrenner, 311 Vine, Cincinnati.

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

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

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

Fredonia, N. Y. John H. Case, Distributor. Box 1087.

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

Jarinetto, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,324. Wm. H. Marie, Marquette, Wis. Reliable Distributor. Your contracts solicited.

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 66 York street.

New Orleans, C. H. Young & Co., 48 Carondelet St. General Distributors. Unlimited reference. Honest work.

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 68 Hamburg.

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

When you write, mention Billboard Advertising.

Classified Advertisements

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.

Kerrville, Tex., Geo. A. Harrison, Box 90. Circulans distributed and signs nailed up in Kerr and adjacent counties.

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county.

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

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

Milford, Mass. Pop. 9,000. E. R. Nogu, Distributor. 377 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.

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

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

Day, Chas. H., Whitneyville, Conn. Fowler, Nath. C., Tribune Building, N. Y. Marston, Geo. W., Portsmouth, N. H. Moses, Bert M., Box 251, Brooklyn, N. Y. Newitt, J. C., Stinson Bldg., Los Angeles, Cal. Patterson, Will J., 125 1/2 W. 3d Los Angeles, Cal. Scarborough, Jed., 45 Arbutuckle Bldg., Brooklyn, N. Y. Star Ad. Writing Bureau, Evening star Bldg., Washington, D. C.

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

Woolfolk, Chas. A., 446 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. SCHREIER, Manufacturer, MILWAUKEE, WIS.

STREET CAR ADVERTISING.

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

Asheville Advertising Agency, P. O. Box 17, Asheville, N. C. Barron G. Collier, Times Bldg., N. Y. Cole Bldg. Memphis, Tenn.

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

Mark D. Batchelder Co., 39 1/2 Marietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.

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

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

M. Wineburgh, Times Bldg., N. Y. M. Wineburgh, Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex. The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Henne-gan & Co., 719-721 Sycamore St., Cincinnati, O., and receive in return a handsome leather bound Date Book Best ever published.

When you write, mention Billboard Advertising.

POSTER PRINTERS.

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

Calhoun Printing Co., Hartford, Conn. Calvert Litho Co., Detroit, Mich. Cameron Show Printing Co., 57 Ann, New York. Central City Show Printing Co., Jackson, Mich. Central Litho and Eng Co., 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'ti, O. Eichner & Co., Baltimore. Empire Show Printing Co., 73-75 Plymouth Place, Chicago.

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. Gribler Litho Co., Chicago.

Gillin Show Print, 132 West 14th, New York. Goes' Litho Co., 140 Monroe, Chicago. Gt. Am'ng & Print Co., 87 Beckman, New York. Great Western Printing Co., 571 Market, St. Louis. Greve Litho Co., The, Milwaukee, Wis.

Haber, P. S., Fond du Lac, Wis. Hasselman Printing Co., Indianapolis, Ind. Hatch, C. R. & H. H., Nashville, Tenn.

Hennegan & Co., Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York. Jordan Show Printing Co., 128 Franklin, Chicago. Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sanson, Philadelphia.

Libble Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark. Liebler & Maass, 224 Centre, New York. Mauberret's Printing House, New Orleans, La. Metropolitan Printing Co., 222 W. 26th, New York. Miner Litho Co., The H. C., 342 West 14th st., New York.

Morgan, W. J. & Co., St. Clair, Cleveland. Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago. Orcutt Litho Co., Chicago.

Pioneer Printing Co., 214 Jefferson, Seattle, Wash. Planet Show Print, Chatham, Ont., Canada. Richardson & Foss, 112 4th Ave., New York. Riverside Printing Co., 216 3rd, Milwaukee, Wis.

United States Printing Co., Cincinnati. What Cheer Show Printing Co., Providence, R. I. Winterburn Show Print., 166 Clark, Chicago.

BOSTON, MASS. Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. Thos. A. Skidmore, 640 Halsey st.

CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Dill's Advertising Service, 312 Coleman st. Ph. Morton, 333 West Fifth st.

CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. Van Buren st. Bour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court. Thos. Cussack, Blue Island ave. and Throup st.

CLEVELAND, O. Bryan & Co., High and Middle Sts. DENVER, COL. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st.

KALAMAZOO, MICH.—J. E. McArthur & Co. LEXINGTON, KY. L. H. Ramsey & Co., 137 east Main st. LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y.

The O. J. Gude Co., 107 W. 28th Street. C. S. Houghtaling, No. 3 Park Place. L. E. LaTour, 1718 Broadway. Sam W. Hoke, 107 W. 28th st.

Unexcelled Advertising Co., 46 Vesey street OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSKOSH, WIS.—John E. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson, PITTSBURGH, PA. G. G. O'Brien.

PRAIRIE CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. Arthur M. Plato. S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO.

W. F. Williams, 113-115 N. 6th street. Hulst & Stout Adv. Sign Co. R. J. Gunning.

TORONTO, CAN.—Toronto Bill Posting Co. The Acton Burrows Co. VANCOUVER, CAN.—The Acton Burrows Co. WINNIPEG, CAN.—The Acton Burrows Co. BRANTFORD, CAN.—Chas. M. Smith & Co.

When you write, mention Billboard Advertising.

PICTORIAL POSTERS FOR RETAILERS.

Applicable to all lines of trade—Hats, Shoes, Clothing, Millinery, Jewelry, Groceries, Baby Carriages, Harness, in fact, any and everything from a Coal Yard to an Ice Dealer. They're good, too—the very best of their kind. Write for our Catalogue and Price List. Send for our Samples of Democratic and Republican Rally and Mass Meeting Posters.



This cut represents our new fifteen sheet Poster for the **CLOAK** and **WRAP** trade. It is brand new, and depicts the styles for the Fall and Winter of 95-97. We will send anyone a sample copy for a dollar. We also have a new sixteen-sheet, and five new two-sheets for the Clothing Trade. Our Holiday Posters are meeting with enormous sales. We want Agents to handle our Posters on Commission.

THE DONALDSON LITHO. CO., CINCINNATI, OHIO.

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.

We'll Tell You How To

Use Posters to the best possible advantage. We will tell you how many it takes to cover any City, County, State or Section of the Country. We'll tell you the best sizes to utilize. We'll give you many valuable hints and suggestions that you can utilize profitably. It's part of our business to know all these things, and our information is always at the service of our patrons. We have a vast fund of new and original ideas for special posters. If you are contemplating advertising with posters, it will pay you to write us. We will furnish you with estimates, rough sketches, etc., for asking.

THE DONALDSON LITHO. CO.

CINCINNATI, OHIO.

THE RIVERBOARD



THANKSGIVING
NUMBER



I WANT TO TALK BILL POSTING TO A FEW MORE BIG ADVERTISERS.

There are hundreds of advertisers who would post if they just knew how. And there are thousands who will never post again because they didn't know how at first. Bill Posting is just as much a science as any other form of advertising, and the man who attempts either kind without expert assistance is almost certain to make many expensive mistakes. I have given bill posting and display advertising the most careful study for a number of years. During the same period I have also studied the other methods of advertising;—and that's

why I preach posting so strongly to-day. It is possible, however, to do posting that won't pay. And that's why I offer my assistance to you. I can be of value to you because I have seen the mistakes that the others have made and can steer you clear of them.

... Please note that my name is Hoke, Sam Hoke, Sam W. Hoke, the Hoke with the Dollar-Mark, and that I am in no way connected with any other concern. Also please note that my address is 107 West 28th St., New York. . . . I claim the proud distinction of being the only man in the

business that don't own the earth; and the further distinction that no bill poster ever had to write to me twice for his money. By the way, this is another reason why I can be of value to you advertisers.

Write to me.

Sam W. Hoke

107 West 28th St.,
New York.

Telephone
Connection.



Telephone
Connection.
New York.
107 West 28th St.,
New York.

Sam W. Hoke

Write right away.

Hokey." "By-
bill posters all swear
is one of the reasons that
twice for his money. This
poster ever had to ask me
distinction that no bill
the earth; and the further
business that don't own
is 107 West 28th St., New York. . . . I claim the
other concern. Also please note that my address
Mark, and that I am in no way connected with any
Hoke, Sam W. Hoke, the Hoke with the Dollar-
Please note that my name is Hoke, Sam

I am making a canvas of some of the largest advertisers in an effort to secure from them a trial of bill posting for at least a portion of their large advertising appropriations. Many of these people have given the matter no thought, because the subject has never been presented to them before; some have thought of posting, but their advertising agent discouraged the idea. Of the thousands of advertising agents in business, only two or three have ever made an effort to place bill posting for their customers. I am one of those two or three, and I want full information right now from all bill posters that I am not already in correspondence with. Tell me how much paper is necessary to bill your town properly, and tell me your price on long-time business, listed, protected and renewed.

I WANT TO HEAR FROM
EVERY BILL POSTER IN AMERICA.