

# THE BILLBOARD.

VOL. IX., No. 2.

CINCINNATI, MARCH 1, 1897.

PRICE 10 CENTS  
PER YEAR, \$1.00

## POSTERS vs. SIGNS.

BY SAM W. HOKE.

I have had some experience with painted signs. For some ten or fifteen years I have been watching the results of sign advertising, and for some three or four years I have been noticing the effects of the same class of publicity on the same classes of goods, only posters were used instead of paint.

Well-painted signs are powerful, there is no mistaking that fact. For a few days they are powerful. But after a man (a disinterested man) has seen a sign a few times he fails to see it anymore. It is there and he continues to pass it, but he don't see it. He goes along a certain street, to and from his business, daily for weeks and months, and the same old houses are there all the time; but he does not see them and he pays no attention to them; one day however one of them is being torn down, or a new one is being built, and he sees it, because it is different from yesterday.

You paint a sign on a wall and a man sees it the first time he passes the wall, and possibly the second and the third time.

You post a poster on a billboard, and it is seen; in a few weeks or a month it has become shabby and needs renewing; it is renewed but is put elsewhere—on another board or on another part of the same board. If the position of the board is too good to exchange for something else, there is other paper going up on the same board just alongside of your poster, which serves to call renewed attention to your poster. If your poster occupies the entire board, the new paper used in renewing, being fresher and brighter than it was yesterday, calls renewed attention to your poster.

During the many years that I was selling sign space almost exclusively, I, *being interested*, noticed every sign I passed, and every time I passed it. I got to believing that everybody else did the same thing. In fact the people I did business with, *being interested in signs*, did the same thing to a considerable extent. And it was only a few years ago that I got to seeing things through other glasses.

In '03 the Admiral Cigarette painted more wall and bulletin signs in the city of Chicago than had ever been painted there before by any one advertiser. I placed the order and inspected the work, and I know. To people in the trades—the tobacco trade and the advertising trade—the order was a wonder. Six months after these signs were painted and while they were still in good condition just as they had been all along, I visited the city, and met a young friend who was engaged in the building line. His business was such as to keep him on the streets in his buggy most of



WILLIAM I. STERETT, San Francisco, Cal.

the time. He traveled all over Chicago and practically saw every foot of the city every week. He asked me what I was doing, and I replied that I had a big deal painting Admiral Cigarette throughout the entire country.

"The Admiral Cigarette?" he replied. "Why they started in here some months ago, but I suppose they have quit Chicago; I never see anything more of them. Some months ago they were advertising enormously here."

When I reminded him that every bit of advertising he had seen in the past was still in the same places, and that one of the signs was in plain view from where we were standing, he was surprised and could hardly believe his senses.

Another reason why posters are the best

of the two methods: You have a new article of merchandise, or rather a new trade mark or trade name. You are in the milling business, we will say, and you have a new flour and you call it Aunt Jerusha's Flap Jack Flour. It is a good thing; you know it is a good thing, for all your friends who have tried it tell you it is a good thing. You go into one town and you put Aunt Jerusha's Flap Jacks on the market and it goes like hot cakes. You place it in another town, under the same favorable auspices, and it falls flat. Why does it fall flat? I don't know. Nobody yet born knows, but we all do know that some things that sell well in New York won't go at all in Philadelphia, or even in Brooklyn or Jersey City, and *vice versa*.

Now, suppose you have paid out four or five or six hundred dollars for a year's painted publicity, in one of the towns that does not take kindly to your goods; the money is spent, and there is no way to get it back; the signs are there to be sure, but it does not pay to keep a stock of goods in the city, the demand being so slight.

On the other hand, you start in with posters; at the end of thirty days you have spent say fifty or a hundred dollars. The goods don't go; you can fly the town or you can try another method of advertising—newspapers, distributing circulars and samples, cooking exhibitions in some prominent grocery, or a dozen different methods. You are out only the first month's posting bill. If, finally you conclude that that town won't take your article you can get a new poster advertising some other specialty, or probably the same article under another name, and find it catches on well. To change sign advertisements would cost just about as much as the original painting did.

Another thing: If your money is limited, or if you want to advertise a considerable portion of the country with a small amount of money, you can post for one month and omit a month; then post again and omit again, and all this time you are paying only for the time your paper is on the billboards.

Bill posting has in the past been conducted on the one-time plan almost exclusively, and there are many people who do not know that a year's publicity can be secured on the billboards just the same as with painted signs, all that is necessary being to supply the bill poster with sufficient paper to renew with at least once a month throughout the year.

(And, parenthetically, I want to say that there are bill posters who don't know what I mean when I ask for estimates from them on a year's publicity. I wrote to one man some months ago for rates on a year's bill posting. He replied that he "didn't post nobody" for more than 15 days, and his price was 3c a sheet. I finally went to see him, told him I was willing to give him 3c a sheet for 15 days, and 3c a sheet for the next 15 days, and so on throughout the year; but he couldn't see it at all—couldn't tie his boards up for one man more than 15 days—some one else was apt to come along and want space and he couldn't give it to him, etc., etc. Of course this is one of the towns that must be painted; though some day a bill poster who hasn't been ten years dead will hop in and put up a good service there.)

The Donaldson Litho. Co., of Cincinnati, who make a specialty of posters and hand bills for fairs, want to hear from fair managers.



It is rumored that *The Bill Poster* published at Toronto, Ont., has suspended publication.

The George Teleston Milling Co., St. Cloud, Minn., is likely to become a permanent patron of the boards in the upper Mississippi Valley. It manufactures flour.

The American Cereal Company, Akron, O., having passed back to the control of parties who managed it several years ago, is likely to resume advertising posters and bulletins before many months.

While there is a complaint that those recently in charge have expended enormous sums for publicity, it will be found on investigation that the bulk of the money was used on forms of publicity that were inferior. The rational course to pursue under the new state of affairs is, of course, to be faithful to outdoor advertising, and thus make sure of the one profitable form of publicity.

The Lyon Celery Tonic Co., of Dunkirk, N. Y., have just moved in larger quarters. They are contemplating a summer campaign on the boards.

L. C. Pullen is advertising manager of the great J. C. Ayer Co., Lowell, Mass.

The business of James E. Pepper, Lexington, Ky., has passed into the hands of Mrs. Pepper and a syndicate of British capitalists. A company, styled James E. Pepper & Company, has been organized to conduct the manufacture of the Pepper whiskey. Mrs. Pepper will be president of the company.

The Stover Bicycle Mfg Co., of Freeport, Ills., will use a one-sheet largely during the coming summer. Communications to the secretary, John F. Smith.

The Coca Cola Co., of Atlanta, are about ready to receive estimates from bill posters. Address the president, F. M. Robinson.

The bill posters of New Jersey have formed a state association. It is called the New Jersey Bill Posting and Display Advertising Association. J. F. O'Mealia, of Jersey City is president; E. Slocumb, Newark, vice-president; J. R. Fitzgerald, Patterson, secretary; J. F. Whitehead, Passaic, treasurer. One of the Eastern papers, in an account of the meeting, gravely asserted that "letters were received and read from the following people, viz: Al. Bryan, of Cincinnati, Wm. Campbell, of Chicago; B. Canall, of Albany, and W. Leonard, of Grand Rapids." Now that's rather hard on Ballie. We know that he has been suspected of possessing a tank of generous dimensions, but this is the first time we have ever heard it termed a canal.

What a rattling good lot of letter writers there are among the bill posters. And what a pity more of them don't exercise this talent by writing a letter in the shape of an ad, and sending it to various advertisers through the medium of THE BILLBOARD. I received a letter from J. D. Plummer, of Asheville, the other day, giving the advantages of advertising in Asheville in the winter time. If this had been published in THE BILLBOARD it would have been read by thousands of advertisers, and in good display would have cost Mr. Plummer not more than a five-dollar bill.

And how strange it is that when one of them does make up his mind to put an ad in THE BILLBOARD he at once sets out to say something in the most unnatural way possible, instead of writing as he would talk when trying to get an advertiser's patronage.



### CANADIAN BILL POSTERS

Cut this out, sign and mail it to W. W. Scane, Chatham, Ontario.

To The Hon. Sir Richard Cartwright, K. C. M. G. Minister of Trade and Commerce.

The Memorial of the Bill Posters of Canada respectfully sheweth:—

1—That for commercial and theatrical advertising purposes, a very large amount of lithographic and other printed matter for wall posting and exhibition in store windows is annually used by your Memorialists:

2—That such goods are not manufactured in Canada to any extent, but imported from the United States:

3 That the customs duty on the aforesaid goods of 25 per cent and 15 cents per pound, is a severe and onerous tax on the bill posters in Canada, and handicaps them in their efforts to inform the public as to the advent and nature of coming theatrical, circus and other attractions:

4—That your Memorialists therefore hope that the Dominion Government, in their forthcoming revision of the Canadian tariff, may see fit, for the reasons hereinbefore set forth, to recommend such reduction in the duty on imported advertising matter, as aforesaid, as may in their judgment give the relief now asked for by your Memorialists.

And your Memorialists will ever pray.

Signed .....

Address .....



### THE BILLBOARD'S VICTORY.

*Printers' Ink* has finally capitulated, and will hereafter conduct a department devoted exclusively to the billboards. This paper has always been the apostle of newspaper advertising. It has always heretofore preached for publishers exclusively. It could see nothing commendable, or even legitimate, in any other avenue to publicity. Despite the fact that all the other advertising papers one after another gracefully yielded to the inevitable, *Printers' Ink* held out stubbornly. *Brains, Profitable Advertising, Fame, Art in Advertising, Push, The Western Advertiser, The Advertising World*, all recognized the merits of the poster long ago. *The Bill Poster*, of Chicago, *The Bill Poster*, of Toronto, and *Advertising Experience* came into existence in the meantime, and did likewise. And now *Printers' Ink* swings into line and makes the victory (our victory) complete. We claim the credit, all of it. When we first came out, bill posters had no paper, and what is more, they did not even have a department in a paper devoted to their interests. Now they have them all, three of them exclusively, as a result of our efforts. This is what THE BILLBOARD has done for the bill posters of America. She has done it, too, in spite of a great many of them, for while the battle was thickest, when it was still anybody's fight, a large number of influential bill posters not only withdrew their support, but actively opposed us.

And yet we won, and the victory is encouraging and reassuring. We feel that we will now accomplish the object of our ambition and see the day when all advertisers will concede that the billboards are the best of all advertising media. Not auxiliary, not supplementary, but the principal—the mainstay—the foundation upon which the whole edifice of advertising rests.

The reason you hear so little about the efficacy of posters in comparison to space in publications is simply because there is less in them—for agents. An advertiser comes nearer getting what he pays for—all he pays for on the boards than in any other known medium.

### Purely Personal.

Under the heading "Well Done" the Cincinnati *Times-Star*, speaking of the settling of the J. Q. A. Chapman estate, speaks as follows, viz: "The children and grand-children of John Q. A. Chapman, the pioneer bill poster of Cincinnati, are an example to the world in quick and common sense settlement of a big estate. On the 22d of December Mr. Chapman, Sr., died. Friday last deeds were recorded, giving to each heir his or her share of the estate, which amounted to \$53,000, of which \$30,000 is in real estate, the bill posting plant being appraised at \$23,000." The business has been turned into a stock company, all the stock being owned by the heirs, and they are doing business at the old stand. All of the debts of the estate have been paid. M. W. Conway was the attorney for the heirs. Burrell B. Chapman, who was cut off in his father's will without cause, participates equally with the other heirs in the division, and that too, without contest or legal process.—Thos. H. Carroll, of Anoka, Minn., is reaching out after local commercial work.—Chas. Garland, of Ironwood, Mich., is the only bill poster at that point.—Horton, Kas., now has 3,617 population. E. V. Buchholz is the bill poster.—C. L. King, the old reliable, at Independence, Kas., has an honorable record of fifteen years. He refers with pride to any bank in Independence.—C. S. Long has embarked in the business at Marceline, Ills. He will also work Brookfield, some ten miles distant.—Jasper A. Ward, of Salem, Oregon, is arranging a bill posting circuit that will cover in a thorough, systematic, reliable and business-like manner, that whole portion of the state known as the Willamette Valley, the oldest and wealthiest section of Oregon. As this section, with the exception of a

few of the leading towns, is at present very differently covered, we hope Mr. Ward will succeed.—F. M. Dawson, of Lynchburg, Va., should be addressed care of the Opera House, which he is manager.—Hiram H. Thomas, of Brownwood, Tex., is a professional stage carpenter. He owns the boards at Brownwood.—Heacox & McDonald, of Postoria, O., advise us that they have one thousand feet of boards and one hundred and fifty three-sheets.—H. S. Schneider, of Oak Park, Ills., is meeting with success in local commercial work.—W. J. Fuhrer, of Mt. Vernon, Ind., is a new one.—C. E. Finrock is manager of the Capital Adv. Co., Attica, Ind.—Welles & Dunham have instituted a plant at Washington, N. J.—The Quinn Hill Post and Adv. Co., of Victor, Colo., are doing considerable local commercial work.—A. W. Huntley, of Saranac, Mich., is a bill poster who also conducts a drug store and a book store.—Fred C. Parker, of Macon, Mo., is reported to be doing a good business.—T. S. Simpson & Son, of Astoria, Oregon, have bought out their competitors, and the agents say they now have as fine a plant as there is in the state.—Jake J. Dish, of Kenosha, Wis., does a good local commercial trade. He also controls the opera house programme.—Smith Russell, of Perry, Iowa, says that city now has 5,000 population.—Richard Ruffan, of Edwardsville, Ills., writes that he has 800 feet of billboards.—Thomas Keyes is one of the old boys of experience who yet can hustle with any of the youngsters. He is very popular in Ionia.—Col. Burr Robbins, President of the American Bill Posting Co., came out victorious in the case in which the ex-show printer, John B. Jeffery, sued him for a hundred thousand dollars. Col. Robbins befriended Jeffery years ago, and aided him financially, taking his notes for same. Jeffery met with reverses and it is said sought to evade his obligations to Col. Robbins. This led to suits and counter-suits, and finally to an indictment for perjury against Jeffery. The charge was not pressed and he was acquitted. He then instituted this suit for \$100,000.00 against Col. Robbins, alleging abuse of process, claiming that the latter was instrumental in securing his indictment. The case came to trial Feb. 2d, and the jury took the case at noon, Feb. 18th. They rendered a sealed verdict Feb. 19th, at 10:30 p. m. It was read in court Feb. 20th, at 10:30 a. m., and resulted in a most complete and sweeping victory for Col. Burr Robbins, and a dismal, disastrous defeat for Jeffery.—W. S. Young, of Farmer City, Ills., posts sixteen towns.—Chas. L. Morgenstern, the city bill poster, of Peekin, Ills., is a member of the I. A. of B.—Geo. M. Leonard, of Grand Rapids will attend the Mardi Gras festivities at New Orleans, Feb. 23th to March 5th. He will be accompanied by his wife and daughter.—John Powell, the hustling bill poster of Lawrenceburg, Ind., is having a fine trade on local commercial work.—J. M. Morgan & Bro. of Salisbury, N. C. are busy.—Hudson, Mich., is now looked after by J. A. Lynch.—Geo. Cramer's address is 113 W. Pomfret st., Carlisle, Pa.—Al. Stillwell of Oakland, Cal. has been succeeded by the Stillwell Adv. Co., and the Stillwell Adv. Co. is in all probability largely composed of Al. Stillwell, Jas. S. Dean is Secretary of the new corporation.—Fred S. Schaeffer, the bill poster of Henry, Ills., mails circulars, represents the Henry *Times*, deals in addresses, score cards and programme privileges, and publishes a poultry paper.—E. W. Schell, the bill poster at Dodgeville, Wis., runs a shoe store, a harness shop, a clothing store, and manages the opera house. It ought to keep him fairly well occupied.—We are indebted to Mr. J. H. Simpson, of the California Adsigns Co. for the account of the tenth annual convention of the Pacific Coast Bill Posters' Association, which appears in another column.—C. W. Otis is a new one at Saratoga Springs, N. Y.—Henry Werner, that sterling bill poster of Winona, Minn., reports business good.—W. J. Kryder, of Dowagiac, Mich., has made application to the International Bill Posting Association.—We are indebted to Mrs. Geo. Tisdale, of Montgomery, Ala., for a revision of the Alabama list of bill posters which she made recently in our interest.—P. M. Cooley, of Birmingham, conducts a splendid service. There are none better in the state.—The Western Bill Posting Co., of Salt Lake City, Utah, are particularly anxious to secure copies of BILLBOARD ADVERTISING of the issues November and December, 1911 and February and April, 1912.—T. A. Clark is the bill poster at Cumberland, Md. His address is 48 S. Mechanic st., that city.—Mr. S. Oates, of Leeds, England, died January 14th. His business will be continued under the management of his son Lewis A. Oates.—J. M. Robertson, the bill poster at Bowling Green, Ky., is also the lessee and manager of the opera house in that city.—F. J. Russell, of Newberry, S. C., besides conducting the bill posting plant in that city, also operates a large grocery.—Frank Wnorowski, (try to pronounce it and you'll find your mouth full of business) is manager of the Salem (Ill.) Adv. Co.

Perhaps one of the biggest feats ever attempted in lithography was accomplished last week by The Metropolitan Job Printing Office. The New York *Journal* sent copy for 1,000 28-sheet pictorial stands in four colors to this concern on Wednesday afternoon, February 3, with the positive requirement that they must be delivered to the billposters Saturday morning. This demanded drawing on 112 lithographic stones and presswork amounting to 112,000 impressions, and by 12 o'clock Saturday the job was completed and posted on the dead walls and fences of the metropolis. The stand is a most beautiful work of art.—*New York Press*



**Pacific Coast Bill Posters.**

The Tenth Annual Session of the Pacific Coast Bill Posters' Association was held at the Russ House, San Francisco, Jan. 15th. President W. H. Lee, Vice-President Chas Levansaler, Treasurer W. A. Caswell, and a good attendance of members were present. Mr. Geo. A. Treysler, ex-President of the American Bill Posters' Association, was invited to attend the meeting, and was warmly welcomed by the members present.

The following applications for membership were received: G. M. Brush, Petaluma; L. A. Daniels, Santa Cruz; B. S. Morrissey, Marysville; Phoenix B. P. Co., John Beck, manager, Phoenix, Arizona; Arthur B. Jewett, New Whatcom, Wash.; Harry Gear, Paso de Robles; N. H. Wilson, Merced. All were reported upon favorably, and the applicants declared elected.

An invitation was received from the California Adsigns Co. to participate in a ride to and lunch at the Cliff House, on Jan. 10. The invitation was accepted.

The election of officers resulted unanimously as follows: President, W. H. Lee, Santa Rosa; Vice President, W. H. Humphreys, Stockton; J. H. Simpson, S. F.; W. A. Caswell, Sacramento. The officers were then duly installed, the obligation being administered by Al. Stilwell.

An amendment to the Constitution and By-Laws was made by striking out the words, "Advertising Agent or Solicitor," which would leave as eligible to membership only the recognized city bill posters within the States and Territories of the Pacific Coast.

The California Adsigns Co., of San Francisco, was declared to be the only authorized soliciting agent on the Pacific Coast for the Pacific Coast Bill Posters' Association.

The meeting adjourned to meet at the office of the California Adsigns Co., of San Francisco, July 14th, 1897.

J. H. SIMPSON, Sec'y.

**WILLIAM I. STERETT.**

Foremost among the young business men of San Francisco who have steadily carved out their destiny by sheer force of character, natural ability and close application, is William I. Sterett, the well-known printer and engraver, whose large and complete stock of mechanical conveniences is located at 532 Clay street, between Montgomery and Sansome streets, San Francisco, Cal., forming one of the best plants on the coast. Although one of the youngest of those engaged in commercial pursuits in this city, Mr. Sterett has had an abundant and valuable experience, which he utilizes to the best possible advantage in his business. He is energetic and full of the commendable spirit of enterprise, without which no man can hope to make a success of himself along business lines. Genial, popular, just in all his dealings, he is regarded as one of the brightest of the younger business representatives who keep the ball of commercial activity rolling. Mr. Sterett comes very naturally by his ability, his father having been a pioneer and a man of acknowledged worth in the community. His son, who succeeded him, and whose portrait is herewith given, is in every way a worthy descendant of a highly respected father.



Karle, of Rochester, is a new one, a twenty-eight-sheet stand, lithographed, which they executed for the Sen Sen Co. is entirely creditable.

Rees, of Omaha, has introduced a new shape for a date. It is a novelty that bids fair to prove popular.

The Ottman Litho Co., of New York, got the contract for the Coca-Cola Co., of Atlanta.

Hennegan & Co., of Cincinnati, have had a new whole-sheet letter cut that is about the most useful thing we have seen lately.

The Donaldson Litho Co. will hereafter be represented on the Pacific Coast by the Sterret Show Printing Co.

The Greve Lithographing Co. assure us of their interest in THE BILLBOARD by stating that they do not want to miss a single copy. By the way, this firm has done some work for Chas. A. Gardner that is particularly good. Their output grows constantly better.

Under the head of Poster Advertising, *Profitable Advertising*—January issue—holds forth at some length on poster printers. As the article is chiefly remarkable for what the author does *not* know about his subject, we will only quote from it briefly:

I believe you can count the first-class poster lithographic houses on the fingers of one hand. Let's see: Strohbridge, Morgan, Thomas & Wylie, Knapp, and last, but not least, Julius Bien & Co. \* \* \* This sketch is not written for the purpose of advertising any particular firm, and its aim is the same as that of all articles written for *Profitable Advertising*, to give reliable information to prospective advertisers which will insure profitable returns. When it comes to commercial work, such as stationery, show cards, booklets and the like, there are houses that may successfully compete with the firms we mention, but not on poster work. \* \* \*

We will not dispute *Profitable Advertising's* assertion that the article was not written to advertise anyone in particular. That is perfectly obvious. One need only look at the fourth page of the cover to see how sincere the protestations of disinterestedness are.

We wonder, though, if all the rest of the American poster printers are as hopelessly bad as *Profitable Advertising* would have advertisers believe. It is hard to believe, for out of one hundred and eighty-two, there surely ought to be more than five who produce first-class work. Let us see. We will begin with Boston. *Profitable Advertising* is published there, and it does not credit Boston with a single first class poster printing establishment. Yet the great Forbes Lithographing Co. is there,\* and Walker, too—both undeniably first-class.

We have little space at our command, but we will skim lightly over the rest of the country. Take The Courier Litho.

\* The Forbes Co's works are at Chelsea, a suburb of Boston, but their main offices are in Boston, and it is regarded as a Boston house.

Co., of Buffalo; The Erie, of Erie, Pa.; Johns, of Cleveland; Calvert, of Detroit; Carqueville, the National, the Central, Oreutt, and the Goes Co., in Chicago. Are none of these entitled to rank as first-class? Then take the Riverside, of Milwaukee—Pat Shannon will relish this—The Great Western, and Compton & Sons, of St. Louis; then Cincinnati, with the immense United States Printing Co., The Enquirer Job Printing Co., Henderson, Macbrair, and Donaldson; and there is Dando, of Philadelphia; the Metropolitan, Ottmann, Miner and Seers, in New York. And more, many more, too numerous to mention here, that are counted second-class or worse by *Profitable Advertising*.

Truly a little knowledge is a dangerous thing. *Profitable Advertising* really ought to find a coach who knows something about posters.

**Purely Personal.**

J. B. Savage, of Cleveland, O., handles lithographic posters in Cleveland for outside houses. —A relic of by gone ages, is the three-sheet used to advertise the New Orleans Mardi Gras this year. It is in the style popular fifteen or twenty years ago, and is from the press of Walle & Co., New Orleans. —The three-sheet advertising Shoreacres cigars, which was made by Calvert, of Detroit, for Barlow Rogers & Co., of Binghamton, N. Y., is thoroughly artistic, but does not read as well as it might, especially at a distance. —Jim Winterburn, under the firm name of W. J. Winterburn & Co., is in the swim again. —The Enquirer Job Printing Co. are very busy, and turning out an exceptionally high grade of work.

**The Running Horse at Fairs.**

A paper read at the Third Annual Convention of Wisconsin Fair Managers.

When our worthy secretary wrote me, asking that I prepare a paper on some appropriate subject, to submit to this meeting, I rashly answered that I would do so. When he wrote again, asking for the title of my paper, I saw that I had, like some indiscreet politicians, promised more than I could hope to fully perform, and that there was disappointment in store for many. To compensate partially for your disappointment, I will offer the merit of brevity.

I attempt a plea for the running horse at our fairs, because I believe firmly that he is a worthy and popular feature of entertainment to be maintained and encouraged. It is hard to conceive that anyone who has seen the interest manifested in and the enthusiasm aroused by running races among the people at fairs, can combat this proposition.

However famous the trotters and pacers contesting for purses, the calling up of the runners is always signalled by an outburst of warm applause from the amphitheatre and the multitude lining the home stretch.

This seems to warrant the conclusion that running races are approved by the patrons of the fair. A first consideration in fair management is to secure large attendance and swell gate receipts. To this end "attractions" are provided and liberally advertised. It being recognized that trials of speed are leading attractions, inducing attendance, fair managers are on the alert to make this feature as prominent and comprehensive as possible. Evidence of the popularity of all speed contests is found in the fact that while they are on substantially all the people

within the gates are intently watching them, regardless of other features of the fair. That these already deeply interested people show increased animation when the running races are announced is equally good evidence that this phase is highly popular and contributes its full share of influence in drawing people through the gates—the primary and most important problem to be solved by fair managers.

Within my recollection the fairs of the association I have the honor to serve were noted for fields of famous thoroughbred running horses. To find there, competing for the purses, horses valued at \$1,000 and upwards was not uncommon. Mile and repeat heats, two mile dashes, and long distance novelty races, etc., were regularly on the list, with generous purses attached. The bluest racing blood of the country only could hope for success in these contests, requiring powers of endurance that no "dunghill" possesses.

Those may be regarded as the "chivalric days" of horse racing, the decadence of which is a matter for regret. The royal racer,

"Who looked as though the speed of thought Were in his limbs."

has furnished the foundation blood of the trotting aristocracy that to-day rules the turf. It is accounted a prime merit in the trotter or pacer, a surety of his ability to stay till the finish, and improving his chance of winning in hotly contested heats, if it be known that prominent in him is a strain of thoroughbred running stock. Is it not possible, therefore, if this stock is allowed to become extinct, that in time the blood of trotters may become diluted and viciated until the family deteriorates.

As a popular feature of the fair yielding direct dividends to the management, and for the maintenance of needed qualities in trotters and hardy roadsters, the running horse should have a place at all meetings. For each meeting I would provide at least one race of not less than one mile and repeat, for a purse sufficient to attract runners of known merit, and encourage a continuance of their breeding. As incentives to attendance purely, I believe that minor running races,—dashes of a mile or less,—should also be features of all fairs.

Annoyances and losses through the shirking of entry fees and other tricks of latter-day running-horse men, doubtless result in some degree at least from the secondary consideration given them. They should be made to feel that they are on perfect equality with other horse-men, entitled to as full justice, and expected to abide by rules with equal fidelity. They, with all others, should be required to pay the fee on making entry, or furnish satisfactory security therefor.

W. H. BENNETT,  
Secretary, S. W. Wis. Fair.  
Mineral Point, Wis., Feb. 9th, 1896.

The Board of Directors of the Salem (Ohio) Fair and Exposition Company, have fixed the date for holding their annual fair this year for September 7, 8 and 9. They will hold two summer race meetings, July 3 and 4, and July 23 and 30. Fast classes and large purses are to be the attractions of this season.

# Billboard Advertising

PUBLISHED MONTHLY AT

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

BY

BILLBOARD ADVERTISING CO.,

**JAMES H. HENNEGAN, Manager.**

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

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

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

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

*The Editor cannot undertake to return unsolicited manuscripts.*

*When it is necessary to give 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 25th, 1895.*

MARCH 1, 1897.

JUST about the time this issue of THE BILLBOARD reaches our readers, a special convention of the members of the Associated Bill Posters' Association will be in session at the Hotel Marlborough, New York City, considering the advisability of, and, mayhap, devising ways and means to effect amalgamation with the International Bill Posting Association.

President Bryan issued the call for the 5, 6, 7 and 8, largely at the instance of *The Bill Poster*, the official organ of the organization. Everything depends on the outcome of this conference. The International has done its part. The balance rests with the Associated. No one can predict, with confidence, what the result will be. At this writing Mr. Campbell seems to have the strongest following, but the obstructionists are by no means weak.

A strange coincidence is the fact that the Associated Press and the United Press are also valiantly trying to get together. Speaking of their efforts *The Fourth Estate* says, "The seemingly impossible may be accomplished, as the committees are most anxious to settle the war, which has lasted too long and is costing too much." If Mr. Campbell carries his point, the bill posters will have aborted a war before it has cost a cent.

\*\*

*Life* recently presented a cartoon, depicting a little boy expostulating with his father. "Papa," said the lad, "please don't say *must* to me. It makes me feel *won't* all over." The remark aptly illustrates a phase of the character of every American advertiser who amounts to shucks. Failure on the part of the various bill posters' associations to take it into proper account, has resulted disastrously to the business of bill posting. It has been the means of antagonizing advertisers, and has diverted thousands of dollars into other channels of publicity. If there is any one thing that the American advertiser regards as an inherent right, it is the privilege of bargaining for, and buying his advertising at the lowest possible figure. He is generally willing to pay a fair price, oftentimes a

good price, and quite frequently does pay a high price, but it is only after he has exhausted all his ingenuity in endeavoring to reduce it. Sometimes the means he resorts to are questionable, and all too often his demands are unreasonable, but if they are met with courteous, firm refusals, repeated and reiterated until he is satisfied that he has obtained the best price to be had, nine times out of ten, he will capitulate and accept.

\*\*

UNFORTUNATELY a certain class of bill posters who affiliate with an association, no sooner find themselves in possession of a certificate of membership, than they are seized with a wild, ungovernable desire to dictate to advertisers—to tell them that they *must* do this, that or the other thing. This impulse usually finds vent in letters, coarse, abusive screeds, often abounding in grammatical errors and atrocious orthography.

There are merchants and manufacturers, thousands of them, who have never heard of a bill posters' association.—never dreamed that such an institution existed. Every now and then, some one of them determines to try posters. He writes a courteous letter to a bill poster, offering work at certain prices, or, may be, asking for prices and discounts.

In reply he gets one of these vulgar letters. He also gets his dander up, quickly too, and the bill poster gets—left. Incidentally the publishers get that particular firm's appropriations thereafter.

\*\*

THE strangest part of this strange inclination is the fact that the intelligent members of the organization are directly responsible therefor. The guilty ones in the rank and file are only following the precept and example of their leaders. These latter, in the conventions, tell at great length how they made one advertiser do this, compelled another to do that, and so on *ad nauseum*. The little fellow drinks it in and goes home firmly convinced that his first duty to the organization is to bluff, bulldoze and insult every other firm who offers him work. It's hurting the business—more, probably, than any one of the evil influences that bill posters have united to combat.

It should be taken up at the earliest opportunity. Members should be instructed, or, in fact, ordered to be uniformly courteous to all possible patrons. Unreasonable demands or offers should, of course, be firmly declined, but it should be done respectfully and with dignity. Sarcastic comments, sharp retorts, and arbitrary demands should be vigorously discouraged. They are often unwise and inexpedient when utilized by scholarly and fluent writers. In the hands of the ordinary small-town bill poster they are awful.

\*\*

THE men who have been struggling to perfect the organization of the International Association of Distributors are entitled to much credit and commendation. They have encountered and overcome many difficulties. Heretofore this has been a fertile field for penny-ante swindlers and seltzer and milk rascals who have launched innumerable associations, some with the sole object of mulcting the

members of initiation fees and dues, others, of selling cheap stationery at long prices, and still others of swelling the subscription lists of doubtful publications. It is small wonder, then, that countless difficulties and repeated disappointments were met with by the officers and members of the International Association of Distributors. Their zeal though is finally obtaining some measure of reward. It is now generally known that their efforts have been conducted along lines which, in the main, are logically correct. Interest is awakening, applications coming in at a most lively rate, and it really seems now that the movement is about to achieve final and complete success.

The publication in our February issue of a letter from one Clem. H. Congdon, president of an alleged organization, styled the National Distributors' Association, in which unfairness on our part was charged, made it incumbent upon us to institute an investigation. We have never regarded the National Distributors' Association as of any importance, nor taken its president seriously, still we decided to look into the matter carefully, and, if we discovered that the slightest injustice had been done, to make ample amends.

It will be remembered that the trouble arose over the distribution of a pamphlet for a so-called specialist, a Doctor Lobb, of Philadelphia. The man Congdon sent out the work to distributors at a shamefully inadequate price (40 cents a thousand), and then in numerous instances not only withheld payment, but roundly berated the distributor in the bargain. This is what certain members of the association allege. Congdon claims that payment is only withheld in a few instances, pending investigation, which, he states, is warranted by the paucity of the keyed (?) returns.

As a preliminary step, we instructed one of our representatives to call upon Congdon and interview him. Although the stationery of the *Sun* leads one to believe that it is issued from offices in the Randolph Building, Philadelphia, neither the offices nor Mr. Congdon could be found there. No one in the building knew anything of either, but finally the agent of the building recalled Congdon as one who had rented offices from him in 1893, but who had, to use his expression, "skipped out owing him several months rent."

We are informed that Congdon's name is not in the Philadelphia directory, and, though our representative spent the best part of three days trying to locate him, was unsuccessful, and finally relinquished the quest.

Dr. Lobb could not or would not tell where Congdon could be found. He also refused to talk for publication after he had learned that our representative was connected with THE BILLBOARD. The following day he admitted to a gentleman—a resident of Philadelphia—that the contract with Congdon had been completed to his satisfaction, and that he had settled with him (Congdon) in full.

This admission was surprising. Not only that the returns were satisfactory, but that he had received any returns at all. A six-year-old child could not have bungled the apportioning worse than the

printed schedule of assignments shown was done. A dozen towns that would have been fully covered with three thousand pieces each received ten thousand and distributors who explicitly ordered four, five and six thousand were also sent ten thousand each.

In the second place, the circular itself was poorly written, badly set, and carelessly printed on cheap paper. It is one of those dirty, filthy, obscene Lost Manhood circulars, about as uninviting as a mess of vomit, and which no one but persons of lost manhood will traffic in.

As we said before, it is surprising indeed that the contract was completed satisfactorily.

If Dr. Lobb is satisfied and has settled with Congdon, why is an investigation necessary, and why does it take so long to complete it? The probability is that the investigation is about as nebulous and unsubstantial as the National Distributors' Association, which exists principally in the fertile imagination of its elusive president.

In the meantime the following members who put out the work are still unpaid: Francis Callaghan, Peabody, Mass.; J. R. Garrison, Kingville, Mo.; C. C. Williams, Box 68, Peacham, Vt.; Wilson & Slanker, River Styn, Ohio; A. R. Whitaker, Triadelphia, Ohio; J. C. Schug & Co., Post Washington, Ohio; Jas. Donaldson, Ithaca, Michigan; Chas. A. Whiteside, Westmoreland, Tenn.; E. H. Karrer, Wankesha, Wis.; Benj. Miles, Huntington, Ind.; J. H. Haynes, Ironton, O. This is probably not all. The list contains the names of those only who have written us that they were still unpaid. Some of these men we know to be absolutely honest and thoroughly reliable. All of them give good references. In any event we have no hesitation in stating that any one who would malign an honest man, imputing to him dishonest practices for the sole purpose of evading payment, is not only a coward, he is a cur.

If the high-sounding National Distributors' Association has any foundation in fact, its president has betrayed the trust imposed in him. If it has no such foundation he and his so-called associate officers are guilty of obtaining money under false pretenses.

For the good of the association, members were requested to distribute loathsome booklets at less than one-third of regular rates! For the good of the association the president publishes to the world that members of the association are unreliable! Could anything be more transparently false?

Congdon's pseudo-organization and all the rest of the snags and schemes put forth in the guise of distributors' associations are pernicious evils. Most of them are openly fraudulent, some few merely chimerical and utopian. But the effect of both is much the same. They destroy the confidence of members, thereby bringing red associated effort into disrepute. Rent them out! Prevent their parading themselves before advertisers as the spontaneous union of craftsmen! They are spurious counterfeits. Let them be so stamped by every real distributor who has the interest of the craft at heart.

The men who launch these fake associations, though keeping within the pale



of the law, are beneath contempt, they are the ulcers, pustules, the cankers of the business, all the more foul from the fact that the cantering iron of the courts cannot reach them.

Mr. Congdon is also editor of the *Sun*. The *Sun* is the official organ of the National Distributors' Association, of which Mr. Congdon is president. The paper, if indeed it can be dignified by such a name, is supposed to be issued monthly. It is of the cheap and nasty order, wretchedly made up and poorly printed. It teems with vile advertisements of catch penny schemes, nostrums for the cure of gonorrhoea, gleet and syphilis, etc. Here are a few samples:

**HOW** a married woman goes to bed. 11 full length pictures. They are great. Mailed for 5 cents, others ask 10 cents.

**A PEEP** at her mysteries. Effects of a sporting life. 80-page book for men. 27 pictures—11 full-page engravings, true to life. Sent sealed for 15c in stamps "A"

**RUBBER GOODS**—Sealed particulars sent to married persons only.

**THIN** But Tough. A useful article for men. Sent in plain envelope for 15 cents. Best rubber.

**YOU WANT IT?** Gay Life in Paris. 14 rich pictures of a newly married couple—41 valuable secrets, phycometic charming. All for 10c. Address.

**SPANISH LOVE POWDERS**—Resistance impossible. Sent sealed for ten cents.

**DISEASE PREVENTED**—Men who observe this simple precaution are absolutely safe against venereal infection. No appliance, no medicine. It never fails. Sent anywhere for One Cent.

**COUNTERFEIT COIN!** A composition will pass for good money any place. Send 25c silver for a 50c piece and terms. Send in plain letter.

**THIN, BUT TOUGH**—A useful article for men. Sent in plain envelope for 25c.

Of course no one expects to find blossoms in a sewer, and it is therefore needless to observe that one looks in vain for a single article on advertising that is worthy of serious consideration.

The *Sun* is simply a stench in the nostrils of decent people, nothing more.

Here is another particularly vile advertisement clipped from the same luminary:

**THE DEMI-MONDE OF PARIS.**  
A book for the boys. Rich and lacy. 167 illustrations. Price, 50 cents, prepaid.

Any man that will publish an advertisement like this only lacks the courage or the opportunity of becoming a first-class scoundrel.

Mr. Congdon is very sensitive in the matters of his private character and financial standing. Although we have not been able to ascertain that he has either, we will advise him to divorce them as soon as possible from his reputation as

president and editor, otherwise he is liable to wake up some morning and find them in an advanced stage of decay.

We request our correspondents to refrain from further mention of this affair. We are sick of it. If president Congdon still persists in wallowing in this pismire of his creation we may not say him nay, but, we will waste no more space on him, his lost manhood circulars or his rubber goods publication.

**NEW YORK NOTES.**

Sam Pratt tells me that the Executive Committee of the Associated Association, which meets here on March 5th, expects to take further action on rate cutting and rate cutters. Also that the question of \$500 membership fees will be discussed very fully, and a plan will if possible be formulated to put before the meeting in Atlantic City this summer.

Eisner & Mendelson are getting out a new eight-sheet for Johann Hoff's Malt Extract.

Tarrant Seltzer Aperient has a new one-sheet in press, edition of 200,000, which it is hoped will make many of the boys happy.

Some of the members of the New York State Association, are strongly opposed to the high membership fee proposed by Mr. Campbell's paper; they say somebody will be lining their own pockets with the lucre.

Sen-Sen has an eight and a sixteen-sheet on the boards.

Harry Munson's boards carry Hawes Hats, three and sixteen sheets, placed by Hoke. Other paper now being made containing Sam W's imprint is a one-sheet for the Yellow Kid Cigarette, and a sixteen sheet for Dunlop Tires; both to go abroad, though a little stays at home.

Baker's Chocolate has a number of sizes to come out soon, and will cover the country.

Barnum gets onto the boards March 15, and when they applied for lists every advertiser in town took an overweening desire to use the billboards. For the month of January there was space to burn, now all kinds are at a premium.

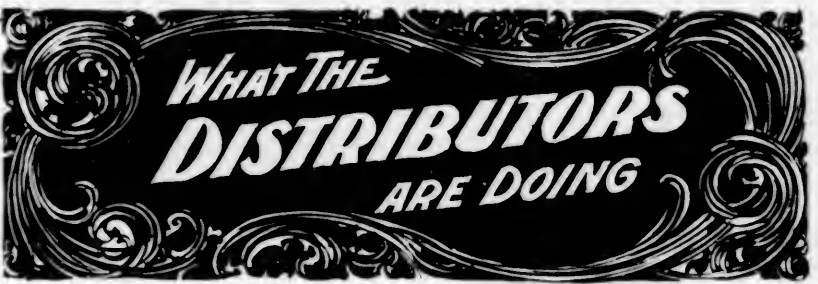
Pierce Bicycle and Fowler Bicycles on Munson's boards.

The American Bill Posting Co., of Brooklyn, have the finest line of Brooklyn Bridge space of any of the gang.

Vaughan's Seed Store, of New York and Chicago, puts out a three-sheet in the suburbs very soon.

L. E. LaTour & Co., are getting ready for the base ball season, and have renewed their lease on the bulletin boards in the Polo Grounds. The signs put up there last year were the finest specimens of the painters' art ever seen in New York.

The Gold Bond Cigar is getting out a twelve sheet.



**LEFEBVRE'S BUDGET.**

Department conducted in the interest of the International Association of Distributors. Address all communications to D. J. LEFEBVRE, P. O. Box 483, Manchester, N. H.

I want to impress one fact upon distributors, namely: The International Association of Distributors is the one, the only organization in America, which is the outgrowth of a spontaneous desire upon the part of distributors to better their condition by united effort. It was conceived by distributors, and organized by distributors. It is conducted by distributors in the interest of distributors. If you are a distributor, you will find it an advantage to unite with the Association; you will also find that we will welcome you. If you are merely a would-be, you will find that you cannot obtain membership at any price. All the officers of the organization give their time and efforts gratis; there are no private schemes to further, no axes to grind. The initiation fees and dues are small, merely enough to provide stationery, printing, postage and advertising. It is entirely mutual in its workings, and benefits none of its members in particular but treats all alike. We want a member in every town in America, but every member must be the right sort. If you are interested, write W. H. Steinbrenner, 609 Lincoln Inn Court, Cincinnati, O. *You need not enclose a stamp for a reply.*

Local work is highly desirable. It is also easy to procure. Cultivate your local printers. Ingratiate yourself into their favor. Then watch the offices, and whenever you find a batch of circulars or an order of dodgers ready for delivery, offer to make the delivery yourself, free of charge. This will give you an opportunity to bid on the work before other ways and means are devised to distribute it. It is also advisable to have a card like this, to slip into the bundle:

**THIS PRINTING**

Cost you money and should be carefully distributed. Why not have it done by the D. J. LeFebvre Advertising Co? They are reliable distributors, and have been trained to the work. They will put out this printing for you just where it will do you the most good, at prices most reasonable. No boys' work—try them. Address:

**D. J. LeFebvre Advertising Co.**  
Box 483, Manchester, N. H.

Your clerk may do good distributing, but it is not in his line.

If you are a good fellow, you can leave a few of these cards with the printer, and he will put them in the bundles for you in case you should not be on hand when the work is delivered.

The Standard Mfg. Co., 934 Cedar ave., Cleveland, want profitable advertising.

For the benefit of distributors I would state that A. W. Scott, who is also The Manufacturers' and Publishers' Ady Co., of Cohoes, N. Y., (with members in every town in the United States according to their or rather his circular) is a pleasant-faced, middle-aged person, who is employed in an emporium of that city as "a dry goods clerk." Savy?

**TIPS.**

Try Erie Med. Co., Buffalo, N. Y.  
O. F. Woodward, LeRoy, N. Y.  
The Corona Co., St. Louis, Mo.  
Dr. Shoop Fam. Rem. Co., Racine, Wis.

The following firms advertise for circular distributors throughout the country, but you'll find that you must act as agent and sell their goods. They allow you a small per cent. to put out a few circulars:

Prize Paper Co., Box 1001, Springfield, Mass.  
Healing Balm Co., W. A. Poe, Mgr., Macou, Ga.  
The Japano Co., Whitehall, Wis.  
Sherman Mfg. Co., Sibley Bldg., Phila., Pa.  
Mfg Co., 201 W. 23d St., New York City.  
Old Glory Co., Cincinnati, O.

All such advertisements are investigated as soon as they appear, by Secretary Jas. L. Hill, 150 North Cherry st., Nashville, Tenn. Members of the I. A. of D. can save both time and stamps by writing to him in regard to them. One letter and one stamp will bring you information about the whole batch.

While on the subject of misleading or catch-penny advertisements, I want to pay my respects to the party who wants your neighbors' addresses. You have all seen the advertisements I mean. They are all much alike, usually something like this:

**WANTED.**—Your neighbor's addresses. We pay \$5.00 per 100. Address, with 10 cents.

They do not want addresses. They would not know what to do with them after they got them. Here is the way it goes: You write them and enclose ten cents. They return you a circular and a signed contract in which they agree to purchase names from you at \$5.00 per 100, but you cannot go to work—not just yet—you are not prepared. You must buy a blank book which will enable you to properly collect and classify the names. They have just the very thing. It is made especially for this purpose, and they will sell it to you at cost(?), usually from \$2.00 to \$4.00 each. After sending the money for the book, and not before, you find that the names wanted are those of firms whose boilers have blown up recently, whose safes have been burgled; or persons whose relatives have inexplicably disappeared, been lynched, fallen out of balloons, etc. In fine, if you applied yourself closely, you might earn \$5.00 about as often as a century plant blooms. The postal authorities cannot reach them. They are too smooth.

The manufacture and sale of Professor John H. Woodbury's facial soap and facial cream has been assumed by the Andrew Jergens Company, Cincinnati, which also recently purchased the plant of the Eastman Perfume Co., Philadelphia. The arrangement will not interfere with the Dermatological Institute which Dr. Woodbury conducts in New York.

When Mr. Jergens returns from Mexico, where he is at present, one of the first things he should do, according to a friend of publicity, is to authorize a liberal outlay for advertising the various articles produced by the excellent plants of his company.

Canadian distributors should write to the Germicide Inhaler Co., Toronto, Ont.

The Koneto Mfg. Co., Providence, R. I., are in the field. They will cover the entire country, advertising a hair destroyer.

A new perfume, to which the name of "Violets" has been given, is being introduced by the Violet Mfg. Co., 59 Dearborn street, Chicago. Every one knows, of course, that in order to be in good odor with the buying public, they will have to advertise liberally.

The E. F. Sutherland Medicine Co. want to hear from bill posters and distributors in Ohio, Indiana, Illinois, Kentucky, Tennessee and Arkansas.

The Gilmore Drug Co., of Fletcher, O., are extending a trade offer to distributors. While in the main, trade offers are undesirable, still if business is slack they are better than nothing. Under these circumstances it might be well to write them, especially if you can place your goods on sale with your local druggists.

The Ballardvale Lithia Spring Water Co., of Lawrence, Mass., will shortly need the services of distributors. They have an immense edition of booklets in press.

#### Purely Personal.

The Thread City Ad. Co., of Willimantic, Ct., is the name of a new firm in that city. Mr. Lefebvre has induced the manager, H. M. Congdon to join the I. A. D.—Pres. Clough has appointed Geo. W. Vansyckle as a member of the Executive Committee, vice A. M. Poff, Lawrence, Kas., resigned.—One of the most apt pupils of W. H. Case, Fort Wayne, Ind., is Mr. B. Miles, of Huntington, Ind. It goes without saying that he is a member of the I. A. D.—Read W. H. Case's letter on another page.—D. J. Lefebvre, Manchester, N. H., has contracted with the D. Raymond Co., of Brooklyn, N. Y., for 12,000 pamphlets, and has now three contracts to do in a few weeks.—W. H. Steinbrenner, Cincinnati, reports he is doing 35,000 for the Sterling Remedy Co.; 60,000 for Dr. Miles Medical Co.; 150,000 for California Syrup of Figs; 60,000, J. P. Dieter Co., 60 Waldo Place, Chicago, and three contracts about ready to close.—Our worthy member from Rochester, Mr. J. E. Stroyer, reports business very light, but prospects good at that point.—The I. A. D. is well represented at Binghamton, N. Y. by Mr. P. M. Cooley, manager of the bill posting plant in that city. He did excellent business during January which has somewhat fallen off during February, but contracts at hand are very encouraging for the Spring.

The following from *Brains* is worthy of the careful perusal of all distributors:

When we compare circulars with circulars, and booklets with booklets, we are not surprised that one class brings a whole lot of business, and that the other class brings a whole lot of failure and disappointment. In the great mass of such matter which the holidays have brought to us, there are specimens so dainty and artistic as to compel examination, and so charmingly prepared and printed as to compel careful pe-

rusal; and there are others so cheap, sloppy and crude that only a stern sense of duty prevents us from throwing them into the wastebasket unopened. One class costs money and brings business. The other costs little and brings nothing. Take your choice, but don't deceive yourself into thinking that you are saving money if you choose the latter class. You are not only wasting money, but you are doing your store a great injury.

Nothing deprives house-to-house distributing of its efficacy like poor printing, bad paper and careless composition. To our mind distributors ought to write a letter of criticism to every advertiser of this sort. Tell them, and tell them plainly, that you cannot get them the results you would like to simply because the matter is itself uninviting. If this course is pursued it will lead to a change that will not only benefit the advertiser but the distributor as well.

#### Purely Personal.

W. W. Smith, of Decatur, Ala., styles himself the "city circulator." He also does bill posting.—Isidor Klopman, of Houston, Tex., should be addressed care of the Opera House, that city.—M. Thompson, 415 Neil st., Sandusky, O., is meeting with success, selling posters.—G. F. McDonald, of Montgomery, Ala., also does card tacking.—H. M. Kane is the right party at Renovo, Pa.—H. Bart Davis, of Alexandria, Minn., has instituted what he terms a special messenger system, which finds big favor.—Geo. M. Chattle, P. O. Box 111, is the proper

man at Long Branch, N. J.—Chas. Randenbush, of Mt. Carmel, Pa., devotes his entire time and attention to distributing, card tacking and bill posting.—G. F. Tucker, of Sheldon, Mo., says that Congdon paid him.—C. H. Young & Co., of New Orleans, state that they did not distribute any of the Lobb circular.—Wm. H. Schaefer, of Port Chester, N. Y., refuses to say whether Congdon paid him or not.—W. H. Steinbrenner has engaged the handsome suite of offices, No. 609, in the Lincoln Inn Court Building, at Cincinnati. The new quarters are splendidly appointed. The furnishings are of the finest, and every modern convenience is at hand. Ample storage room has been contracted for in the same building, and Mr. Steinbrenner expects to handle his large and growing business with much less labor and confusion than formerly. He has added two more uniformed distributors to his force, and the new office also boasts of a bookkeeper and a stenographer.—Chas. Garland, of Ironwood, Mich., is a reliable distributor who is well recommended.—C. S. Long, of Marcelline, Ill., is a new one.—Jasper A. Ward, of Salem, Oregon, covers the entire Willamette Valley.—E. F. King, of New Straitsville, O., is highly recommended.—Paper for the W. D. Husted Adv. Co., of Mansfield, Pa., should be shipped by Wells-Fargo Express, marked via Elmira, N. Y.—John A. Lakin, of Cooperstown, N. Y., the oldest bill poster in New York, says that he is in the business ready for business, and transacts business in a business-like manner.

Jas. Donaldson, of Ithaca, Mich., writes that he distributed 10,000 Lobb circulars for which he was to receive \$4.00. In distributing the books properly he actually paid out \$3.65. The only pay he has received is a year's subscription to *The Sun*, and credit for fifty cents dues. He received the customary letter of abuse.—J. C. Slung, of Port Washington, O., says that his experience was identically the same as that of Mr. E. Spencer, of Machias, Me. He has not yet been paid.—E. H. Karrer, of Waukesha, Wis., disgusted with his experience in N. D. A., has quit the business.—F. H. Dinsmore, of Cochocton, O., did not distribute any of the Lobb matter.—J. H. Bell, of Staunton, writes that he is still unpaid.—Miles, of Huntington, had not been paid by Congdon up to Feb. 9.

#### FIN-DE-SIECLE DISTRIBUTING.

Mr. M. C. Jones is a distributor. Incidentally he is also an artiste. At present he is in the employ of The Sterling Remedy Co., and he is advertising Cascarets and No-To-Bac, and doing work, which, in point of effectiveness, has probably never been equalled by any distributor heretofore. Armed with a supply of booklets and samples, he parades the main thoroughfares of a city attired as the very heaviest of heavy dudes. He wears a gigantic cane and a diminutive lady's parasol. He is attired in immaculate white, and his garments are of the most exquisite and pronounced

style. His face is powdered, his cheeks roged, and his eyebrows penciled. He is attended by a valet, attired in a costume almost as gorgeous as his own. In this wise they distribute their matter, and the amount they put out is astonishing. Mr. Jones is an actor of no mean ability. It is a trying task to perfectly impersonate such a ridiculous character on the stage. It is infinitely more so on a crowded street, but he succeeds most admirably. Never once does he lose the simply vacant stare of a brainless fop, nor forget his precise and mincing gait. He puts on the character with the costume, and only drops it when he lays the latter aside. It

is probably needless to observe that wherever he goes, he is the cynosure of all eyes. Ladies and gentlemen stop and stare, as if spell-bound. His samples and booklets are treasured as mementoes. In fine, it is the very best kind of advertising, especially in point of quality. In the matter of reach, too, it is far greater than one would imagine, for it is quite astonishing the number of people encountered on a crowded thoroughfare.

Mr. Jones is in reality an advertising agent and contractor. He is on the road ten months out of the year. He contracts for bill posting, house-to-house distributing, newspaper space, etc. He is a shrewd buyer, close, even merciless at a bargain, but personally of a kindly, jovial disposition, a good fellow, in all the term implies. There is a hint in his work that distributors everywhere will do well to ponder over.

The scope and effectiveness of the business of house-to-house distributing can be extended and heightened by utilizing and elaborating this idea.

Fred W. Jenks, of Elgin, Ill., received 10,000 of the nasty Lobb booklets, and promptly wrote the reputable president of N. D. A. that he would not put them out at any price. His assignment was forwarded to Mt. Carmel, Ill., a town of 3,000. Just think of it—10,000 booklets, where 600 would have been ample. And the distributors are blamed for poor results.—J. E. Stroyer, of Rochester, N. Y., thinks that Congdon's association is a humbug, and says so.—Fisher, of Omaha, is still doing business at the old stand.—Thos. Kain's paper grows better every issue. Distributors ought to support it.—Will Moulton's paper skipped January and came out in February under a new name. It is now called *The Date Distributor*.—J. H. Haynes, of Ironton, accepted the Lobb matter supposing that he was helping the association by so doing. He paid out about \$100.00 in buggy hire in order to do a particularly fine piece of work and received a letter of abuse for his pains. Congdon has offered him a subscription and advertising in pay for his work.—An intriguing letter from W. H. Case, of Fort Wayne, Ind., is crowded out of this issue.—K. L. Penton, of Salem, Ore., writes that business is very dull.

Congdon has assured J. R. Garrison that he will be personally responsible for the amount due him. Several other distributors are familiar with this expression.—E. H. Bridger, of Atlanta, Ga., writes to Mr. W. H. Steinbrenner that Congdon offered him the vice-presidency of his National Distributors' Association, which he promptly and emphatically declined.—Under date of Feb. 20, J. H. Bell, of Staunton, Va., writes: "My long expected check has come at last, so you may give him his due." He also sends us Congdon's letter which accompanied the letter. Delay is accounted for as follows: "The fact that the notary before whom you made oath omitted his seal, caused the delay in forwarding this check to you." Of course, this is sheer poppy-cock, but there may be a tip here for others. Send in sworn claims, affidavits cost 40 cts each, the price of a thousand booklets, but it brings the balance, it is well invested.—C. H. Young has his entire consignment of the Lobb booklets on hand yet. He won't distribute them at 40 cts a thousand, and he won't ship them at his own expense. He is waiting for the insignificant sum necessary to defray the cartage from his office to the depot, and Lobb is waiting for results. Wonder what Congdon is waiting for.—Will H. Lorella is located at Grantsburg, Ills.—Clem Burnsworth, of West Plains, Mo., writes: "I did not agree to guarantee returns on such trashy stuff, so I held Mr. Congdon responsible for the whole bill. He paid the account in full." (Mr. Burnsworth does not say how.)—John H. Reitz & Son, of Scianton, Pa., send us a beautiful calendar.—W. H. Steinbrenner, requests that all members of the I. A. of D. immediately forward their names and addresses to The Reister Printing Co., Philadelphia, Pa.—W. S. Bycude conducts a splendid service at Cedar Rapids, Ia.—W. J. Kryder, of Dowagiac, Mich., one of the officers of the I. A. of D. is about to add bill posting to his business.—D. J. Lefebvre, reports that his advertisement in *THE BILLBOARD* pays him handsomely. He says he secured one contract and estimated on two others within a week after the first advertisement appeared.—Haynes, of Ironton, has a son, N. A. Haynes, in the printing business in that city.—Joseph Reid, 617 Grand Ave., Kansas City, Mo., has made application for membership in the I. A. of D.—Frank Elliott of Defiance, O., says that he finds he cannot get along without *THE BILLBOARD*.—Jno. J. Tischer, of North Cramer Hill, N. J., writes: "It may interest you to know that our advertisement in *THE BILLBOARD* has paid us better than some papers claiming double your circulation."—J. A. Clough, of Chicago, Ill., has moved into new and more commodious quarters at 77 Emerson St.—Members of the International Association of Distributors, are advised to communicate with the secretary W. H. Steinbrenner, Cincinnati, O., before doing any work for the Thompson Dyphtheria Co., of Williamsport, Pa.

#### OMAHA'S COMING FAIR.

An important fair is to be held in Omaha next year. It will be known as the Trans-Mississippi and International Exposition. The board of fifty directors is chiefly composed of Omaha business men. It will no doubt be a success, for Edward Rosewater, of the Omaha *Bea*, is manager of the department of publicity, and G. M. Hitchcock, of the Omaha *World-Herald*, has been selected as manager of the department of promotion. The advertising will be placed by Mr. Rosewater, and Mr. Hitchcock will look to the securing of State appropriations.

E. R. Moore, secretary of the Big District Fair, at Anamosa, Ia., wants to hear from special attractions. He will pay liberally for novel features with draft to them.

Jas. Irwin, Rahway, N. Y., has one of the greatest acrobatic acts ever witnessed. It will prove a superb special attraction for fairs.





**LETTERS TO THE EDITOR.**

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

Lincoln, Ills., Feb. 11, 1897.  
 Editor THE BILLBOARD,  
 Cincinnati, Ohio.

While we are having our joys we have our sorrows. Sometime in February, 1886, a man, named Wall, came to this city and strewed his bills promiscuously all over this city. Of course, I being a licensed bill poster, had him arrested for violating a city ordinance. He absolutely refused to do anything, and would not even quit provided they let him go. So he was taken to jail to stand trial next morning. In the meantime, after he had made arrangements to settle with me he hushed his work and then came back here and instituted proceedings against me for malicious prosecution. The case came to trial, and the Court held the ordinance had in part and good in part, but held that the law could not stop people from distributing advertising matter in the city but that the city had a right to compel those who carried on the business of bill posting to take out a license. Now, how this is just I can not see. It cost me \$50.00 and costs to see whether this license question would stand or not. Being an attorney myself and not willing to trust myself with my own case, I employed counsel. I believe if it were carried up it would stand. The trouble was I started this as a criminal action. If any of you care to test your ordinance, start it as a civil suit, and then they cannot come back at you. I should like to hear from some of the members of the Association of Distributors in regard to it. Can we allow that precedent to be established by traveling distributors, or shall we go in together and test this by carrying it to the Supreme Court.

Let me hear personally, or through THE BILLBOARD.

CHAS. C. MAXWELL,  
 Treas. I. R. P. A.

Peabody, Mass., Feb. 15, 1897.  
 Editor THE BILLBOARD.

Dear Sir:—I received your letter and noted contents of same. I am a member of the National Distributors' Association, and distributed circulars for Dr. Lobb at 40 cents per 1,000. Ten thousand in all were sent me by Congdon last May. I have never received one cent for doing that work, and I have written to Congdon several different times to pay it, but he has always staved me off and gave me a jolly in the letters. About a fortnight ago he wrote me about the Dr. Lobb affair, informing me that he would be responsible for all bills on that matter. I send you one copy of his handbill, alias *The Sun*, which is all I can find, and you can keep it, and I also send you some of his other trash to me, called correspondence.

Yours very truly,  
 FRANCIS CALLAGHAN,  
 15 Northend St., Peabody, Mass.

Indianapolis, Ind., Feb. 14, 1897.  
 Editor THE BILLBOARD,  
 Cincinnati, Ohio.

Dear Sir:—Your much esteemed Feb. issue of the old reliable BILLBOARD received in due time and part of contents of same read, but during the rush of business we have in some manner lost the journal, which we regret very much, as there was much interesting matter in it which we have missed. But, by the way, from what we can remember from the "knocker," "trash," and other nonsensical tomfoolery letter written by some one connected with the Empire Billposting Co., of this city, we wish to say: that it is hardly worth while to waste words over the matter further than to say that our Mr. Vansyckle stated the facts about the Dr. McLean work which the Empire handled. The Empire may think that leaving forty and fifty folders on counters in groceries, etc., and throwing them over fences into yards and lawns, often several in a place, is making an honest living, but we do not look at it that way. Our service in this line is as near perfect as it is possible to make it, and we defy any one to furnish reliable proof to the contrary. We were established here in this business long before the Empire ever thought of Indianapolis; have long ago forgotten more

than they ever knew about both the billposting and distributing business, and we are here to stay, no matter how anxious the Empire may be to "rid the craft" of such as we. We are here to furnish the advertisers the best of distributing service, and we do not fear to report ("roast," as the Empire terms it) anyone doing poor work. Neither do we hesitate to give those who do good work the credit they justly deserve, it matters not who it may be. As to our owing them \$15.00, had they been able to have handled the billing of a circus and given us a proper showing, simultaneously there would have been no trouble about money, but our work was slighted, if we must tell it, for the larger contract of the circus, consequently, delay in our payment. We have receipts in full to date for every transaction between us and the Empire, and, further than that, our firm is thoroughly responsible for all contracts entered into, so there is no excuse for anyone waiting any unreasonable length of time on us. It would seem that the Empire people were a trifle excited over the matter, and no doubt, think better of us "knockers" by this time.

Trusting that the editor will pardon us for taking up so much of his valuable space, we will get down to business. We are now working on 35,000 papers and 1,000 posters for Hood's Sarsaparilla, 24,000 samples and 175 druggist packages for Lane's Family Medicine and Kemp's Balsam, 20,000 almanacs and 175 druggist packages for Redway & Co., New York city, 20,000 books for St. Jacob's Oil, 20,000 packages for Indianapolis Brewing Co., 6,000 Butterick's Patterns, several wagon loads of different kinds of matter for the American Tobacco Co. sign tacking, etc., for Tarrant & Co., New York city, "Sexine Pills" frames, and other smaller jobs. Have 30,000 Dr. Williams' Pink Pills booklets and 30,000 Paine's Celery Compound booklets on the road to me now, according to advices from those firms.

Bill posting is rather dull here, outside of the theatre work. New posters are Hood's Sarsaparilla and a local "fire sale" of pianos, by D. H. Baldwin & Co.

Yours very truly,  
 VANSYCKLE ADVERTISING CO.

Peacham, Vt., Feb. 10th, 1897.  
 Editor THE BILLBOARD

Dear Sir—Yours of the 4th at hand and noted. Am very sorry to say in 1886 I was a member of the N. D. A. In regard to Dr. Lobb, will say: Congdon sent me 10,000 of Dr. Lobb booklets, offering 40c per 1,000. I ordered only 5,000. He sent 10,000. After putting out 5,000, I asked for pay, but to this date have not received any. I have never been able to get any satisfaction or benefit out of my correspondence with the N. D. A. I think Mr. Edgar Spencer, of Mathias, Me. has got the organization well and fittingly sized up. I have decided in my case as follows—"A fool and his money parted." I paid for *The Sun*, one year in advance and have received as follows, commencing with February 1886, March, May, July, August and December, six in all, and as you see, irregular; suppose they sent them when they thought of it. I do not wish to do anyone any harm, and bear no ill will against the N. D. A. or any of its members or officers, but I am done doing any business with them. If you want the copies of *The Sun*, kindly send postage, and you can examine them.

Yours very truly,  
 C. C. WILLIAMS.

I. S. Mr Congdon wrote me the same as Mr Spencer states concerning the Lillian Milch Co.

Waukon, Iowa, Feb. 15th, 1897.  
 Editor THE BILLBOARD

Dear Sir—We had the greatest fair in the history of the society last fall, and distanced, by all odds, all other societies in this locality, and believe that we are now entitled to the distinction of having the biggest, and most generally successful County Fair in Iowa, although that is claiming something. We bought our poster work, stands, etc., of The Donaldson Litho Co., of your city, and our hangers and window work of Geo. S. Harris & Sons, of Philadelphia, and billed the fair like a circus, covering everything that would hold paper, in every town within 50 miles of this, with the result, that in spite of the hard times and political excitement, we sold over a thousand dollars worth of admission tickets more than ever before. We gave them a good fair, and made ourselves a name that, I believe, will make us another extra thousand dollars this Fall if properly advertised. Our dates for this fall are Sept. 14 to 17.

Yours very truly,  
 Wm. S. HART, Sec.

Westmoreland, Tenn., Feb. 17th, 1897.  
 Editor THE BILLBOARD.

Dear Sir:—Pardon my failure to answer your communication sooner. Was absent from home when it arrived. Yes, I am a member of the N. D. A. I put out 20,000 circulars for Dr. Lobb. I was promised 40c. a thousand. I have never been paid anything except a two line ad in *The Sun*, for which I contracted for a year. Congdon has promised to settle with me several times, but the promises are all I have received so far. I received a letter from him a day or so ago, promising settlement in full. If he don't whack up in a few days, you have my permission to publish this and anything else I write you.

Yours respectfully,  
 J. M. LOUTHAN.

New York, Feb. 15th, 1897.  
 Editor THE BILLBOARD.

Kindly enter our subscription to your paper for one year from date, mailing as published to Messrs. Hunt's Shepherd & Sons, Mackay, Queensland, (via San Francisco), sending bill to us for payment when it becomes due.

Yours very truly,  
 W. H. CROSSMAN & BRO.

Corinth, Miss., Feb. 20th, 1897.  
 Editor THE BILLBOARD.

Enclosed find clippings from *The Sun* about your valuable paper and our Secretary-Treasurer Steinbrenner, which I think are false from the word go. I do not think Congdon will send you a copy of the paper, so I send you the part concerning you. I do not think he will make anything by such attacks. I know nothing of the N. D. A., but have given the members who have joined it credit for doing so in good faith, and some of them also belong to the I. A. D. I thought at the time, and still think, Congdon stole the thunder of the I. A. D., and is profiting by our success. It may be a good thing for members in the East to join the National. I do not blame them for belonging to more than one Association if they can afford it, and thereby get more work if they can. I do not think the clippings worth answering, giving them free advertising. *The Sun* I have received so far are sample copies. About a year or more ago I sent them 25c and afterwards received sample copies until a little while back I got one copy marked "subscription expired," and this was the only evidence I ever got that I had subscribed, for they did not come regularly at all. The January number just came to-day, and I enclose clippings from same.

Yours,  
 W. E. PATTON.

Triadelphia, O., Feb. 8, 1897.  
 Editor THE BILLBOARD,  
 Cincinnati, O.

Yours of Feb. 4th at hand, and in reply will say that I am a member of the National Distributors' Association, and did distribute circulars for said Lobb at 40 cents per 1,000. Have not been paid for same, but am in receipt of a letter, from President Congdon saying that he would be personally responsible for the amount to me.

Very respectfully yours,  
 A. R. WHITAKER.

Fort Wayne, Ind., Feb. 1st, 1896.  
 Editor THE BILLBOARD.

We have closed contracts for distributing with Dr. Kilmer & Co., Binghamton, N. Y., and Dr. Radway & Co., 35 Elm St., N. Y. Have distributed samples for Sterling Remedy Co., Indiana Mineral Springs, Ind., and S. C. Dewitt & Co., Chicago; also 7000 Peruna booklets. There has been some very poor work in our line done in this city lately; prominent among them was the work of S. R. Feil & Co., Cleveland, O., samples of Paragon Tea, which were sent out to a local druggist for distribution. He got a couple of

small boys and sent them out with it, they simply threw it over the fence into the snow four to six in a yard. The work was simply thrown away, as it was never picked up, and the firm probably wonders why their goods don't sell in this town. A neat little booklet from the Peal Med. Co., to the same house was served the same way. The firms could have saved freight, and obtained the same results by dumping their work into the lake. Wells Richardson & Co., also got very poor service through another druggist to whom they had sent their National Album for distribution. The parties intrusted with its distribution (two boys) got it as far as the door step (when the door step was not too far away,) consequently considerable of the work was not fit to be handled when it was finally noticed, and it was either thrown into the garbage box or left where it was thrown. The only good work we noticed being done was an envelope containing a card and small folder put out by The Compressed Tablet Co., Terre Haute, Ind. It was put out just right. The advertising matter of Orator F. Woodward, Le Roy, N. Y., was fairly done but could be vastly improved.

More anon,  
 THE HUSTLER ADV. CO.  
 W. H. CASE, Mgr.

Warren, S. C., Feb. 10, 1897.  
 Editor THE BILLBOARD,  
 Cincinnati, O.

Sirs:—Yours of the 4th received and contents noted. In reply will say, I do not understand your motive, but will try and give you the desired information. I hold a certificate of membership in the National Distributors' Association. I distributed 10,000 of the Dr. Lobb booklets. As to the pay I was not consulted at all. After I received the books I was informed that I would get 40c per 1,000. I informed Mr. Congdon that I would not do any more work at such prices. I have not heard from the association since about July, 1896. Whether my name is stricken from the roll or not I cannot tell. I have received some very good contracts, but not through the N. D. A. Hope to hear from you soon.

Yours for business,  
 E. L. BATES.

Lynchburg, Va., Feb. 8th, 1897.  
 Editor THE BILLBOARD.

Dear Sir:—In looking over the last edition of THE BILLBOARD, I notice under the head of Personal Mention, an article roasting our city and doing us an injustice, that is calculated to do harm to our concern. The Mr. Richard W. Bondurant you refer to is a colored gentleman and is not a knight of the brush or anything else. While we do not mean to say anything against this gentleman, we do say that we have the best equipped establishment in the South, and own and control 1800 lineal feet of boards together with numerous three, six and eight-sheet boards. For a better reference we don't think any concern can do better then referring you to the bankers and merchants of our city, and the following well-known advertising concerns, viz: Liggett Myers & Co., J. P. Primley & Co., Wells, Richardson & Co., Dr. Chase, New York Journal, Evans Chemical Co., Dr. Miles Medical Co., Brown Chemical Co., Celluloid Starch Co., and 100 others who are as well known as the above. We take pride in doing our work, and the gentlemen concerned are reliable and responsible parties, who personally look after the interest of our customers. We do this in our own behalf, and to set you on the right track, as we think you have been misled through some correspondence or other. If you feel disposed, you may correct that article, and by so doing you will do us a favor and at the same time keep the advertising public, as our city has the best equipped facilities for bill posting etc., than any other city of the same size in the South. Trusting you will give this your attention, we remain.

Yours truly,  
 J. J. HUGHES & CO.

ESTABLISHED 1889.

**Vansyckle Advertising Co.**  
 DISTRIBUTING, SAMPLING,  
 SIGN TACKING, ETC.  
 South Illinois Street, Opposite Grand Hotel,  
**INDIANAPOLIS, IND.**  
 Member International Association of Distributors.



G. W. VANSYCKLE, Mgr.



NOTICE.—Part, and if necessary, all of this column will be devoted hereafter to questions on sign painting, paints, sizes, pastes, varnishes, etc., in fact, everything relative to the sign painter's art. All communications should be sent direct to R. H. FORGRAVE, Pickerington, O.

The business man who says he has enough business without advertising is a good deal like a Waterbury watch. His business is generally all "tick."

*Multum in Parvo* seems to be the motto of some advertisers. How often is it that the sign painter is given a small space and requested to enumerate the contents of a whole store on it? How often do we see the attempt made to crowd as much as the contents of a Metropolitan newspaper into an 8x10 dodger? Such advertisers are a nuisance, and such advertising don't pay. The trouble with them is, they want too much for their money, and in attempting to get it "bite off more than they can swallow."

There are thousands of men in the United States who can make a good letter and can write signs artistically, but, I can count on my fingers the original advertisers among them. It is the same thing over and over—stereotyped phrases. They travel in the same rut year in and year out. Novelty in wording is much more essential than novelty in lettering. Thousands of dollars are thrown away in stereotyped advertising, not only in sign writing but in all other kinds. Notice the trade papers. It is the same thing year after year.

Advertising is a dangerous weapon to fool with. It is like a loaded gun. It's all right when you are at the right end.

**LUMINOUS PAINTS.**—I notice recently a great many queries about luminous paints. There are several substances of a phosphorescent nature, such as sulphides of calcium, strontium and barium. The sulphide of calcium is the one that is most generally used in making luminous paints. It possesses the characteristics of remitting light in a marked degree. Good luminous paint will retain the property of emitting light for four to six years. It is said by scientists that it absorbs light during the day-time and reflects it at night, and that an absorption of light for a few minutes will suffice for ten or twelve hours at night.

Here are some recipes for luminous paints: Take 3 parts of Dammar varnish to 1 of luminous sulphide of calcium, for outside work; for inside use, 50 parts of white gelatin, 50 parts of glycerin, 200 parts of water and 150 parts of luminous sulphide of calcium. The varnish should be pure to give the best results. No var-

nish should be used that contains any of the oxide dryers. It may be made in several colors by addition of the ultramarine colors. Red is made by adding a small amount of sulphide of arsenic. Some authorities recommend pappy oil as a vehicle in which to mix it. It may be mixed in water glass.

"Boil 'er down, Sonny" is what the editor of a big newspaper said to the young reporter. THE BILLBOARD reiterates the statement to the advertising sign painter. "Brevity is the soul of wit."

There is a right and a wrong way to write a sign. Many of our readers have, no doubt, heard the story of the fish sign which read: Fresh Fish For Sale Here, together with a picture of a fish. A passer-by remarked that the word "fresh" might imply they were not fresh. So the proprietor rubbed it out. Another suggested that "here" was superfluous. So he marked that out. Along came another and implied that "for sale" was unnecessary. So that was scratched out, when another man happened along, and read the remaining word "fish," and made the remark that any d—d fool would know that was a fish. This is probably going to extremes. Nevertheless, there is a good suggestion in the story. Perhaps the most correct way to write it would be to make a picture of some fish and write the words "For Sale."

How often do we see the words "For Sale Here" painted in front of a store. Quite frequently we notice the phrase on what is purported to be first-class posters. If we are going to make signs, let us use a little grammar as we go along.

A good sign should be short, plain and right to the point. The main idea should be given the most prominent place.

When writing a sign always aim to write it in such way that people will want the thing you are advertising.

If some of our business men would put as much money and thought into their advertising as they do in politics, hard times, for them, would disappear like the mist before the morning sun. There is entirely too much advertising done without thought. Many persons advertise, apparently, because it is fashionable. While there are many others who are favorable to advertising who would do it if they could see any benefits derived therefrom. Whose fault is it that it does not pay? It is both the advertisers' and the people who do the work. On the one side they are not willing to pay what it is

worth, while on the other they are not willing to do the work for the price. Such kind of advertising always ends in failure and ridicule. Good advertising is something more than merely a mechanic's trade. It is becoming closely allied to a science. It requires brains, business tact and deep penetrating ability to do it in its fullest sense. And the quicker both sides recognize this fact the better off they will be.

I once saw a sign with a bull's head and the words "Cattle For Sale." Always show a connection between the picture and the wording. There is none between a bull's head and "cattle for sale." Neither is there any connection between a bull's head and a butcher's shop or a meat wagon, although we often see them used as an ad for such places. People don't go to meat shops to buy bull's heads, they go there to buy meat; the heads are generally left at the slaughter house or sold to the bone man. A poor ad is like a balky horse, the longer it stands the less satisfaction you will get out of it.

Dry paint spots may be removed from clothing as follows: First cover the spots with fresh butter, then saturate the places with chloroform, when they may be easily removed.

**ALUMINUM.**—This metal, both in leaf form and bronze, is rapidly taking the place of silver on account of its retaining its bright appearance. As long as a bit of it remains it will remain bright. Sulphur fumes do not affect it. Both leaf and bronze is worked the same as silver. A good size for the bronze may be made from good varnish and white lead in oil, reduced to a working consistency with turps, adding Japan dryer to effect drying as wanted. When the size is nearly dry, just so it has the least perceptible tack, rub the bronze on by means of a soft rag. It may be brought to a nice polish by continuing the rubbing. The best cement for putting metal aluminum letters on glass is made of good coach varnish and dry white lead.

The funny man's attempt at advertising is a great deal like trying to remove a cork that has got down in a bottle: there is generally too much cork for the hole. Business and fun fell out about the time man was created, and have traveled different roads ever since. An attempt to combine them usually winds up in sarcastic ridicule.

A cheap sizing for rough, weather-beaten boards may be made by dissolving shellac in sal-soda and adding some heavy-bodied pigment. This size will stick to grease spots. Linseed oil may be added if desired. Lime water and linseed oil makes a good heavy sizing, but it is hard to spread. It is usually used half and half.

To make isinglass size, for glass gilding, take distilled water and bring to a boil in a clean tin vessel. Put in a piece of isinglass about the size of a nickel to each quart of water and boil down to about one-half and filter through clean filter paper.

Permanent painted signs are profitable.

### A Plea for the Signboard.

Lautrec and his friends may be allowed to plume themselves on having made presentations to the boardings of Paris. In England, also, there are a few artists who are just beginning to design quite passable posters. And, now that this kind of art begins to be more stool, it is probable that we shall hear less prattle of it from wearisome persons. What anyone knows anything about is not a fit topic for tea parties. But there is another kind of art, whose revival would tend to the better aspect of some streets, streets that have shops. Why do artists no longer paint signboards for our pleasure? They should really do so. For signboards were far more congenial than posters to their talent. No painter of distinction ever succeeds in doing posters. Unable to rid him of his own knowledge, he cannot learn the rather harsh conditions they impose. But the signboard is a ground for his very own work. Its function is not, like the poster's function, merely to arrest the casual eye and proclaim a ware, but rather to attract and fascinate and make one, happily, enter the shop it overhangs. This is all scope given for a more delicate technique, a subtler fancy. Mere masses of color, crude intensity of conception, without posters fail, were quite unnecessary, were inappropriate. The Neo-Romantics, the dailiers with pretty sentiment, would paint admirable signboards.

Therefore, let not the shopkeepers tarry, but let them go with gold to the places where artists dwell. That they should hang out signboards is not, surely, an unreasonable request. Signs they have never wholly abandoned. The chemist's window is still signalized by its array of lurid vessels, dear to little children. A brazen sheep droops, even now, over some hosiery door, and a few of those old Highlanders, the least offensive statues we have, may be seen fingering the snuff-horn, even now. A survival of mere sentiment! These signs were invented for the enlightening of customers, long ago, when few were scholarly enough to read a superscription. But now, of course, everyone is taught to read. Nor will the survival of these signs stem that abominable torrent of education, which is flooding, but will never fertilize, the land. "Why, then, asks the shopkeeper, "should I spend my money on a signboard?" Sir, I will explain. I do not ask you to revive those old conventional designs, as who should hang a green bush before a tavern, why not and so forth. Adopt, rather, a fanciful and original signboard, peculiar to the character of your own wares, peculiar, also, to the painter of it. From the point of custom, your money will be well spent."

Max Beerbohm, in *The Bill Poster*

### Purely Personal.

David A. Baker & Co., sign specialists and creators of artistic metal, wood, wire and glass signs, at 1033 Race street, Philadelphia, have the following legend on their business cards: "Beautiful forms and combinations are not made by chance."—G. F. Harding, sign artist, is located at Wurtsboro, N. Y.—A. L. Armstrong, formerly one of Hote's Indians on Battle Ax is seriously contemplating opening up a bulletin and bill posting plant at Columbus, O. He is located at 157 E. 11th street, that city.—Frank Tuchlarber, the wealthy metal and glass sign maker, of Cincinnati, maintains, largely at his own expense, a superb orchestra, which gives popular concerts in the Queen City.—The Crozier Co., glass and metal signs, of Cincinnati, are very busy.—C. S. Houghtaling, (Hote, the sign king) has just secured two orders, each aggregating over a quarter of million dollars. They are for barn and fence signs, and cover the entire country.—J. C. Wheeler is manager and Ed. Holmes secretary of the Morristown (Tenn.) Bill-Posting and Sign-Advertising Co.—H. Earl Davis paints signs all over Douglas Co., Minnesota. His address is Alexandria, Minn.—G. D. M. Chattle, looks after Long Branch (N. J.) and environs.—A. C. Phillips, of Conneaut, O., is a sign writer, glass embosser, paper hanger, grainer and city bill poster. If that is not versatility, what is?—Geo. P. Rowley, of Le Roy, Ills., is well spoken of.—The Stillwell Adv. Co. own a fine line of bulletin boards at Oakland, Cal.—Archibald & Co., 150 Nassau street, New York, post and paint the whole of Staten Island.

The Paris Exposition of 1900 will add a few novel features that were not seen at the Columbian Exposition. One of them will be a bicycle palace. The X-ray will also cut quite a figure, if it doesn't get the novelty all worn off before that time.

"All kinds of signs, except poor signs," is the way W. R. Burnitt's letter heads read. Mr. Burnitt is located at Ardmore, Ind. Ter.



## BILLBOARD ADVERTISING.



Eureka, California, held its first fair September 21 to 26, last year, and, as it was a success, will hold another this year. They style it The Eureka Mechanical and Agricultural Fair Association.

E. C. Lewis, Director General of the Tennessee Centennial, is working a splendid advertising scheme. Every trades organization, secret society and political organization receives from him a personal letter inviting them to convene in Nashville during 1897. His letter is supplemented by one each from the Nashville Chamber of Commerce; Wm. M. McCarty, Mayor of Nashville; Geo. W. Stainback, Chairman of the Board of Public Work of Nashville; Nashville City Council; the three daily papers of Nashville and the Governor of the state, Hon. U. Turney. They are all filled-in letters but are so neatly executed that the recipients seldom, if ever, detect it. It makes quite an imposing array of invitations and cannot fail to impress the parties addressed.

Cincinnati leads all other cities in the size of her appropriation for the Centennial Exposition at Nashville.

Chas. F. Ansell, 155 Washington Street, Chicago, Ills., prints all kinds of tickets and tags for fairs and expositions.

Col. E. Daniel Boone, the lion tamer has secured the "Hagenbeck Concession" at the Tennessee Centennial.

The Globe Ticket Co., of Philadelphia, make a specialty of muslin banners for fairs.

Col. A. B. de Frece, of New York City, has managed more than one hundred fairs, which have brought in not less than \$3,000,000.

The Donaldson Litho. Co., of Cincinnati, are the largest printers of fair posters in the world.

At last Paris has found what she wanted—something that will outdo the Eiffel Tower. For her 1900 Exhibition, a City of Gold is to be constructed, which will illustrate the whole history of gold, and contain replicas of famous golden objects, such as the golden calf, the golden bug, and Atalanta's golden apples. The fee for entering this city will surely be a golden coin, and the public will no doubt repay themselves by chipping off bits of the golden walls.

If there are any of our readers who do not subscribe for *Turf, Field and Farm*, they are missing a good thing. We know

of no other paper which is one half so valuable to the secretary of a fair. Weekly, \$4.00 per annum. Sample copies 10 cts. Address Turf, Field and Farm, 42 Times Building, New York.

Herman Justi is chief of the bureau of Publicity and Promotion (which, being interpreted, is chief advertising agent) of the Tennessee Centennial.

There is but one change in the official roster of the Bay State Fair, at Worcester, Mass., that is of President, Mr. Warren C. Jewett having been elected. The date of the 1897 meeting of this association has not yet been decided, but will probably be the first week in September. Mr. John B. Bowker is still secretary of the association, and with his well known enterprise and executive ability there can be no doubt of flattering success for the 1897 meeting.

Among the various demands for concessions at the Paris Exposition is one for a tremendous barrel of beer, fifty-two feet in length and twenty-seven feet high. Inside this two-story glass house—for the barrel is to be made of glass—it is proposed to erect an American bar restaurant. M. A. Bare has shown the rough plans of the project he has forwarded to the Exposition authorities on behalf of the Pabst Brewing Company of Milwaukee. They are decidedly curious.

Managers of attractions suitable for fairs, who desire to be looked for Wisconsin fairs, should correspond with Arthur Babbitt, Madison, Wis., secretary of the Wisconsin Fair Managers' Association, from whom they can obtain desirable information regarding dates, circuits, etc.

Secretary Babbitt has in preparation a list of attractions suitable for fairs, together with the price charged for exhibition. The list is being arranged with especial reference to obtaining the figures on suitable attractions that will take in a circuit of four to six fairs.

Managers should see that their names and terms are on the list.

An effort will also be made to book theatrical companies in such a way that they too can follow the circuits.

This is a commendable venture and will meet with approval, and result in satisfaction on all sides.

Managers are once more earnestly requested to send us their dates. Our Fair List is now regarded as the authority of the country, and inquiries are already coming in from exhibitors, horsemen, showmen, and fair followers generally. Dates and rosters are published absolutely free of charge, and are of important advantage to the fairs.

At the annual meeting of the Lima (Ohio) Driving Club, held at the Oak, February 4th, the question as to whether a meet should be given this year was thoroughly discussed. Most of those present were not disposed to give a meet this year on account of the condition of the grand stand, fence and stables. The grand

stand is considered unsafe. The fence is scarcely able to stand up, and the stables leak, so that they afford no proper shelter to the horses, in case of inclement weather. A committee was appointed to consult with the directors of the agricultural society, to see if they would not agree to improve the stables and the grand stand. Should they agree to do this, a meet will be given in the third week of June.

The association elected the following officers to serve during the ensuing year:

J. C. Linneman, president; Charles Nutting, vice-president; J. M. Sealts, secretary; W. D. Johnston, treasurer.

Asheville, (N. C.) will have a poultry and pet stock show next December.

The annual meeting of the Coshocot County Agricultural Society, was held January 18th. New officers were elected. The treasurer's report shows receipts for 1896 exceeded expenses by \$340.00. Coshocot is one of a very few winners.

A new jockey club has been organized at Bucyrus, O. G. M. Hoover is the prime mover. The grounds and track of the County Agricultural Society will be utilized.

Norbeck, Md., February 6th, 1897.

Editor of THE BILLBOARD.

Dear Sir:—Below you will find our financial statement for the past year. We are considered one of the small fairs, but I think we have done pretty well, considering the hard times cry and the presidential campaign. We have an appropriation of \$714.29 from the state, which helps some, and now have an indebtedness of \$500 remaining, of about \$3,000 incurred, nearly twenty years ago, by mismanagement and want of advertising.

Lee Offerth, Rockville, Md., is president, John H. Gassaway, vice-president, John E. Muncaster, secretary, and John J. Higgins, Rockville, treasurer, for the ensuing year.

### RECEIPTS.

Sales of Tickets and Grand Stand, -	\$4,635.85
Ads. in Premium List, -	154.00
Race Entries, -	566.50
Poultry and Stock Entries, -	225.39
Privileges, -	661.50
Stall Rents, -	34.00
Insurance on Burned Buildings, -	693.85
Notes Discounted, -	2,471.26
Treasurer of Maryland, -	714.28
Balance on hand, January 8, 1896, -	27.71
	10,214.77

### DISBURSEMENTS.

New Stabling and Sheds, -	\$ 551.05
New Poultry Building, -	912.96
Interest, Rents, Insurance and Taxes, -	197.88
Trotting Association, and other dues, -	15.00
Music and Miscellaneous Expenses, -	147.00
Work on Grounds, Repairs, etc., -	379.13
Sprinkling Grounds and Track during Fair, -	106.50
Printing and Advertising, -	490.69
Postage, -	61.00
Freight and Hauling, -	30.37
Judges and Expenses, -	110.50
Society's Lunch, -	83.35
Race Purse, -	1,731.75
Premiums, -	1,700.61
Watchmen and Police, -	103.75
Secretary and Treasurer's Salary, and office employes, -	421.45
Notes paid, -	2,485.00
Paid Mortgage Debt, -	200.00
Balance on hand Jan. 13, '97, -	63.75
	10,214.77

We expect to hold our next fair at Rockville, Md., August 31 to September 3, 1897.

Yours truly,

JOHN E. MUNCASTER, Sec'y.

### Purely Personal.

Ed. Mercer succeeds Marion C. Reiter, as secretary of the Fulton County Fair, of Rochester, Ind.—E. M. Sawyer will answer all inquiries for information of the Wapsie Valley Fair, of Central City, Ia.—It is said that the attendance at the Danbury (Conn.) Fair, annually exceeds that of any other six fairs in New England. G. M. Rundle, of Danbury, is secretary for 1897. Speed entries close September 27th.—The old reliable Montgomery County Fair, of Rockville, Md., this season enters upon the fiftieth year of its existence.—Mr. W. H. Gocher, of Hartford, (Conn.), secretary of the National Trotting Association, attended the annual meeting of the Coshocot County Agricultural Society, January 20th, and succeeded in persuading the Society to transfer its membership from the American Trotting Association to the National.

### NEW RUNNING TRACK.

W. O. Parmer at the Head of a Detroit Enterprise.

W. O. Parmer, Capt. Jack Price, together with a number of other noted turfmen, have purchased the Highland Park, of Detroit, a trotting track, for the purpose of converting it into a running track.

Mr. Parmer, who is to be the general manager and secretary of the course, is now at Detroit, superintending the improvements of the park property.

The purchasers will spend \$30,000 on the race course, and will make it second to none in this country.

The new owners will open fifteen stakes for the spring meeting, to be worth \$30,000, and as the undertaking is backed by wealthy Detroit men, and is to be managed by such a capable turf celebrity as Mr. Parmer, its success is assured.

The annual meeting of the Ohio Valley Fair Circuit, was held at Chillicothe, Monday, and decided upon the dates of the races to be held in the different towns this year.

The following delegates were present: Mr. Z. Taylor Sturgeon, Lancaster; Ad. C. Seymour, of Newark; R. C. Mallow, of Washington C. H.; Edgar F. Draper, of Portsmouth; James R. Fitzgibbon, of Newark, A. E. Seymour, of Newark; J. W. Fleming, of Columbus; and Messrs. F. M. DeWesse, C. W. Story, W. L. Tulleys, and H. W. Woodrow, of Chillicothe.

At 1 o'clock all of the delegates dined together at the Warner House, and at 2 o'clock proceeded up stairs, the meeting being held in one of the parlors. There are in this circuit Circleville, Portsmouth, Chillicothe, Washington, Columbus and Lancaster, and all of these places were represented except Circleville.

Mr. W. L. Tulleys, of Chillicothe, president of the circuit, presided at the afternoon meeting, and was unanimously re-elected for the ensuing year. Mr. W. M. Allen, of Washington, C. H., was re-elected vice-president, and Mr. Edgar F. Draper, of Portsmouth, was re-elected secretary and treasurer.

Newark made application for admission into the circuit, and the application was approved, and Newark admitted. The arrangement of dates then came up for discussion, and was decided as follows:

Newark, June 29th and 30th, and July 1st and 2nd; Columbus Trotting Association, July 6th, 7th, 8th, 9th and 10th; Circleville, July 20th, 21st, 22nd and 23rd; Portsmouth, July 27th, 28th, 29th and 30th; Chillicothe, August 3rd, 4th, 5th and 6th; Washington C. H., August 10th, 11th, 12th and 13th; Lancaster, July 13th, 14th, 15th and 16th. Xenia does not belong to the circuit, but has claimed the third week in August, and she will be allowed to have it.

An open week follows, and then comes the State Fair, commencing August 30th, and continuing through August 31st and September 1st, 2nd, 3rd and 4th. As Circleville was not represented the dates assigned her have not been accepted, but probably will be.

Secretaries! Send in your fair dates as soon as decided upon.

# LIST OF FAIRS 1897

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.  
Copyrighted 1897. All rights reserved.

## CONNECTICUT.

Danbury Danbury Fair Oct 4 to 9 S H Rundle pres G M Rundle sec J W Bacon treas

## ILLINOIS.

Griggsville Illinois Valley Fair Assn Aug 3 to 6 J F Hatch secy

## INDIANA.

Middletown Aug 3-7  
Hagerstown Aug 9-14  
Newcastle Aug 16-21  
Muncie Aug 23-25  
Elwood Aug 30 to Sept 3  
Terre Haute 32d annual Aug 30 to Sept 3 W T Beauchamp pres, W D Duncan sec  
Kokomo Sept 6-10  
Greenfield Sept 13-18  
Shelbyville Shelby co Fair E E Stroup sec  
Rochester Fulton co fair Assn Sep 29 to Oct 2 Ed Mercer sec

## IOWA.

Belle Plain Big Four Fair Assn Aug 3 to Sep 2 W J Guinn pres J C Milner sec J M Moore advertising agent  
Waukon Allamakee co Agr Society Sep 14 to 17 CM Beeman pres J E Baxter vice pres J E Duffy treas Wm S Hart sec  
Newton S G Russell sec  
National F M Adams sec  
Anamosa Aug 18 to 20 E R Moore sec  
Wapello Louisa co Agr Socy N W McKay sec  
Central City Wapisa Valley Fair Aug 31 to Sep 3 I P Bowdish pres Fred McLeod treas E M Sawyer sec

## MICHIGAN.

Hillsdale Annual Hillsdale Fair Sep 26 to Oct 1 C W Terwilliger sec

## MINNESOTA.

Hamline State Agr Socy Sep 6 to 11

## MARYLAND.

Rockville Montgomery co Fair Aug 31 to Sep 3 John E Muncaster secy Norbeck

## MASSACHUSETTS.

Taunton Bristol co fair Gertrude Williams sec Sturbridge E V Corey sec

## NEW YORK.

Syracuse State Agr Socy Aug 23 to 28 Benj F Tracy pres W Judson Smith treas and genl mgr Theodore H Coleman sec  
Watertown Jefferson co Agr Socy W R Skeels sec

## OHIO.

Napoleon O Napoleon Fair Co H C Groschner pres, J L Halter sec  
Mt Sterling O Mt Sterling Fair Co W R Richards pres, T J Burgett sec  
Salem Salem Fair and Expo Co Sep 7 to 9  
Coshocton Coshocton co Agr Socy Oct 12 to 15 E M Hanlon pres Corwin McCoy treas Robt Boyd sec  
Youngstown Youngstown Fair Assn Sep 7 to 10 Celina Aug 17 to 20

## PENNSYLVANIA.

Reading Pa Berks Co Agri'l Socy Sept 7-10 James McGowan pres, Cyrus T Fox sec  
Allentown Lehigh co Agr Socy Sep 20 to 24 Jeremiah Roth pres A W DeLong treas W K Mohr sec  
South Burgettstown Union Agr Assn Oct 5 to 7 Hugh Lee pres Wm Melvin secy  
Littitz Warwick Driving Park Assn Sep 1 to 5  
Waynesburg Fair Assn J T Rogers pres T S Crags sec

## WISCONSIN.

Chippewa Falls Chippewa county fair Aug 31 to Sep 3  
Appleton Fox River Fair and Driving Assn Aug 30 to Sep 3 M F Barteau  
Boscobel Boscobel Agr and D Assn Sept 1 to 3 F C Muffley sec  
Menominee Dunn county fair Sep 20 to 24 G Galloway sec  
Portage Columbia county agr society Sep 14 to 17 Kennedy Scott sec Rio  
Beaver Dam Dodge county fair Sep 28 to Oct 1 C W Harvey sec  
Milwaukee Wisconsin State Fair Sep 20 to 25 T J Fleming sec Madison  
Hortonville Agr Society H O Diestler sec  
Lancaster 42d Annual Fair Grant co agl Socy Sep 15 to 17 D Abrams pres T A Burr sec

## Poultry Shows.

Amesbury Mass Amesbury Poultry and Pet Stock Assn M H Sands secy  
Seneca Falls N Y Seneca Poultry and Pigeon Assn Fred Habel sec  
Peoria Ills Peoria Feathered Stock Assn Jan 4 to 8 1898 Robert Joos supt  
Johnstown N Y Adirondack Poultry and Pet Stock Club November

## Dog Shows.

St Louis Mo St Louis Kennel Club March 3 to 6 Wm Hutchison sec  
Chicago Ill Mascotah Kennel Club March 10 to 15 F M Oldham supt  
Louisville Ky Kentucky Kennel Club March 17 to 20 J A Reaves sec  
Pittsburgh Pa Duquesne Kennel Club March 24 to 27 W F Littell sec

Baltimore Kennel Assn March 30 to April 2 Dr G W Massamore sec  
San Jose Cal March 31 to April 3  
Stockton Cal Stockton Kennel Club April 7 to 10 John Heffernan sec  
Los Angeles Cal Southern California Kennel Club April 14 to 17  
West Point Miss Field Trial Champion Assn Feb 16 W B Stafford sec  
Morris Man Manitoba Field Trials Club Sept 6 Jno Wootton sec  
Newton N C Eastern Field Trials Club Nov 15 S C Bradley sec  
Stockton Cal April 7 to 10  
Louisville Ky Kentucky Kennel Club March 17 to 21 Francis J Hogan sec 317 4th ave

## Horse Shows.

Boston Mass April 26 to 29  
Kansas City Mo Third Annual Horse Show Sep 7 to 15 Fairmount Park A E Ashbrook sec 620 Wyandotte st

## Expositions.

New York N Y Inter Art Expositions of U S at Lenox Lyceum April 7 to May 4  
Nashville, Tenn. 1897. May 1 to Oct. 31.  
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

## Races.

Little Rock Ark March 29 to April 8  
Newport Ky April 1 to May 26  
Memphis Tenn April 10 to May 1  
Aquaduct L I Queens County Jockey Club Spring meeting April 28 to May 7 Summer meeting July 26 to 31 Fall meeting Oct 4 to 13  
St Louis Mo May 1  
Lexington Ky May 3 to 10  
Nashville Tenn May 2-12  
Louisville Ky May 6-22  
Morris Park N Y (Spring) May 8-29  
Morris Park N Y Westchester Racing Assn Spring meeting May 8 to 29 Fall meeting Oct 14 to Nov 2  
Louisville Ky New Louisville Jockey Club May 12 to 24  
Toronto Ont Ontario Jockey Club May 22-29 inc Ontario Ontario Jockey Club Woodbine Park May 22 to 29  
Lafonia Jockey Club Ky May 24 to June 26  
Petrolia Ont May 24 25  
Guelph Ont May 31 June 1  
Gravesend L I Brooklyn Jockey Club Spring meeting May 31 to June 19 Fall meeting Sept 14 to Oct 2  
Reading Pa June 2 to 4  
Hamilton Ont June 3 to 4  
Littitz Pa June 7  
Colorado Springs Col June 3 to 10  
New York June 8 to 11  
Stratford Ont June 8 to 10  
Portland Me Rigby June 8 to 11  
Denver Col June 12 to 19  
Urichville O June 13 to 17  
Rockport O June 15 to 17  
Medford Mass June 15 to 18  
Port Huron Mich June 15 to 18  
Lincoln Neb June 16 to 18  
St Joseph Mo June 22 to 25  
Newburg O June 22 to 24  
Aylmer Ont June 22 to 24  
Sheepshead Bay L I Coney Island Jockey Club summer meeting June 22 to July 10 Autumn meeting Aug 24 to Sept 11  
Anaconda Mont June 26 to July 2  
St Thomas Ont June 29 to July 1  
Fort Erie Canada Fort Erie Jockey Club June 29 to July 3 and 5  
Detroit Mich Highland Park June 30 to July 3  
Warren O Oak Grove D C June 30 to July 3  
Battle Creek Mich June 30 to July 30  
Omaha Neb June 30 to July 3  
summer 10 July 2 to 3  
Littitz Pa July 5  
Youngstown O July 5 to 7  
Elk Point S D July 2 to 11  
Erie Pa July 5 to 8  
Peoria Ill July 6 to 9  
Portland Me Rigby July 6 to 9  
Windsor Ont July 5 to 10  
Brighton Beach Nineteenth annual meeting of the Brighton Beach Racing Assn July 6 to Aug 23  
Petrolia Ont July 10 to 15  
Rockport O July 14 to 16  
Medford Mass July 13 to 16  
Detroit Mich G Circuit July 19 to 24  
Wingham Ont July 20 to 22  
Providence R I July 20 to 23  
Circleville O July 20 to 23  
Akron O July 21 to 23  
Cleveland O G Circuit July 26 to 31  
Brantford Ont July 27 to 29  
Saratoga Springs N Y Saratoga Assn July 28 to Aug 21  
Butte Mont July 27 to Aug 28  
Tilsonburg Ont Aug 3 to 5  
Griggsville Ill Aug 3 to 6  
Middletown Ind Aug 3 to 7  
Youngstown O Aug 4 to 6  
Portland Me Rigby Aug 6 to 9  
Hagerstown Ind Aug 9 to 14  
Brighton Beach L I Brighton Beach Assn First meeting July 6 to 24 Second meeting Aug 9 to 23  
Welland Ont Aug 10 to 11  
Warren O Oak Grove D C Aug 10 to 13  
Webster City Ia Aug 10 to 13  
Erie Pa Aug 12 to 15  
Ottumwa Ia Aug 16 to 19  
Macomb Ill Aug 16 to 20  
Canton O Aug 17 to 19

Port Huron Mich Aug 17 to 20  
Logansport Ind Aug 17 to 20  
Rich Hill Mo Aug 17 to 20  
Macomb Ill Aug 17 to 20  
Carroll Ia Aug 17 to 20  
Medford Mass Aug 17 to 20  
Syracuse N Y State Fair Aug 23 to 27  
Newcastle Ind Aug 23 to 28  
Orangeville Ont Aug 24 to 25  
Arcadia Wis Aug 24 to 27  
Columbus Junction Ia Aug 24 to 27  
Ferdonia Kan Aug 24 to 27  
Rutland Vt Aug 24 to 27  
Terre Haute Ind Fair Aug 30 to Sept 3  
Elwood Ind Aug 30 to Sept 4  
Columbus O State Fair Aug 30 to Sept 4  
Cohurg Ont Aug 31 to Sept 1  
Champion Ill Aug 31 to Sept 3  
Vermont and Northern New York Trotting and Racing Circuit Burlington Aug 31 to Sept 3  
Plattsburg Sept 7 to 10 Canton Sept 14 to 17  
Potsdam Sept 21 to 24  
Wooster O Aug 24 to 27  
Youngstown O Sept 1 to 3  
Burlington Vt Aug 31 to Sept 3  
Crawfordsville Ind Sept 6 to 10  
Wheeling W Va Sept 6 to 10  
Hornellville N Y Sept 6 to 10  
Lausling Mich State Fair Sept 6 to 11  
Hamline Minn State Fair Sept 6 to 11  
Oskaloosa Ia Sept 6 to 9  
Kokomo Ind Sept 6 to 10  
Providence R I Sept 6 to 10  
Morrison Ill Sept 7 to 10  
Reading Pa Sept 7 to 10  
Liberty Mo Sept 7 to 10  
Toledo O Sept 6 to 11  
Plattsburg N Y Sept 7 to 10  
Youngstown O Sept 8 to 10  
Sac City Ia Sept 8 to 10  
Bardstown Ky Sept 7 to 12  
Warren Pa Sept 14 to 17  
Medford Mass Sept 14 to 17  
Bethlehem Pa Sept 14 to 17  
Washington Pa Sept 15 to 17  
Evansville Ind Sept 13 to 17  
Indianapolis Ind State Fair Sept 13 to 18  
Des Moines Ia State Fair Sept 13 to 18  
Greenfield Ind Sept 13 to 18  
Canton N Y Sept 21 to 24  
Omaha Neb State Fair Sept 20 to 25  
Sedalia Mo State Fair Sept 20 to 25  
Richland Center Wis Sept 21 to 24  
Potsdam N Y Sept 21 to 24  
Springfield Ill State Fair Sept 22 to Oct 2  
Red Oak Ia Sept 27 to Oct 2  
Baltimore Md Pimlico Driving Club Spring meeting 1st week in June Fall meeting Sept 27 to Oct 1  
Malone N Y Sept 28 to Oct 1  
Hillsdale Mich Sept 27 to Oct 1  
Providence R I Oct 5 to 8  
Lexington Ky Oct 5 to 16  
Brocton Mass Oct 6 to 9  
Aberdeen S D State Fair Oct 11 to 16  
Medford Mass Oct 13 to 15  
Louisville Ky Oct 18 to 20  
Salem O July 3 to 4 and July 23 to 30  
Newark O June 29 to July 2  
Columbus O July 6 to 10  
Portsmouth O July 27 to 30  
Chillicothe O Aug 3 to 6  
Washington C H Aug 10 to 13  
Lancaster O July 13 to 16  
Kenia O Aug 17 to 20  
Butte Mont Aug

# 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 17-20, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.  
Chicago Ill Illinois Press Assn July 7  
Chicago, Ill. National Association Moulding and Picture Frame Manufacturers, Dec. 15, 1897.  
Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Association, July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O.  
Cincinnati O Irish Landwehr Verein Aug 2  
S B Bonwright sec Cin'ti 11  
Cincinnati O Brotherhood of Locomotive Firemen, Jan 21 J V Reynolds sec Cleveland O  
Columbus O Army of the Cumberland Sept 21-23  
Kansas City Mo 3rd annual Kansas City House Show Fairmount Park Sept 7-13  
Nashville Tenn Laundrymen's National Assn Sept  
Nashville Tenn United Confederate Veterans June 22-24 Col J B O'Bryan Director General Nashville  
Newark O Newark Driving Assn John H Swisher pres, C Seymour treas June  
Orlando Fla National Good Roads Congress Feb 2 1895  
Philadelphia Pa German American Journalists' Assn. Date not decided  
San Antonio Tex International Association of Ticket Agents, Mar 10  
St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9, 1897. Clarence E. Runey, sec'y, Waukegan, Ills.  
Troy N Y New York State Assn of Master Painters and Decorators July 7-8  
Warren O Oak Grove Driving Club July and Aug B F Lew pres, M S Clapp sec  
Washington DC Universal Postal Congress May

The fair grounds at Richmond, Va., were sold at public auction on February 7th, and were bought in by Col. J. F. Miller, of the Pennsylvania lines, who afterward disposed of the property to Joseph Stephenson, of Richmond, for \$700. On the grounds there is a good mile track, with a number of stables, and a grand stand, capable of seating 4,000. Another racing association will be formed to utilize the grounds.

## Brains - Experience - Capital.



Long-Distance Telephone.

All are needed in a bill posting campaign. I have Brains and Experience "to burn," and a sufficient quantity of Capital to assure the bill poster of prompt payments on all orders.

The bill posters know me and like my methods, and that's why it will pay YOU to place your business in my charge.

In regard to special prices.—Being known as quick pay, I have the advantage of every special rate that is ever offered. On a series of towns I can usually save you some money, to say nothing of the other advantages. But I never name a special rate on a single town, unless the bill poster specially authorizes it.

I place your posters in every city, town and village that has a reliable bill poster. And I know the ones that are reliable.

**\$AM W. HOKE, 107 W. 28th St., New York.**

# MIDDLETOWN Advertising Co.

THOMAS KAIN, Manager.

**88 South St., MIDDLETOWN, N. Y.,**  
**Distributors and**  
**General Advertisers.**

Prompt Service Guaranteed. Correspondence Solicited.

Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.



# Christmas Billboard, 1897

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10c per Agate line, with 20 per cent additional for specified position.

LARGER ADVERTISEMENTS.		LITHOGRAPHED PAGES.	
Whole page	\$50.00	Page 2 of Cover, in 2 colors.	\$100.00
Half page	27.50	Page 3 of Cover, in 2 colors	100.00
Quarter page	15.00	Page 4 of Cover, in 8 colors	200.00
Eighth page.	8.00	Double page center, in 8 colors	300.00

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than Nov. 1. Last form closes Nov. 22. Size of type page, 9 1/4 x 12 1/2.

If you are an **UP-TO-DATE ADVERTISER** You want the latest and best adv'ing novelties. Before placing your order, write

**THE ADV. NOVELTY CO.**  
32, 34 & 36 E. THIRD ST.,  
CINCINNATI, OHIO.

Manufacturers of and Dealers in Domestic and Imported Advertising Novelties, Cards, Calendars, Panels, Shapes, Etc.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc.

Playing Cards and Ivory Goods.

Club Room Furniture, Faro and Poker Chips, Sporting Goods.

**OGDEN & CO.,**

Manufacturers of

**Automatic Slot Machines,** Bonanza, Star, Carlo, Monte Carlo, Etc.

New Designs Every Month. Largest Factory in U. S.

Automatic Game Devices at Lowest Prices.

185 Clark Street, CHICAGO, ILL.

## RICHMOND, KY.

One of the richest, best and most prosperous towns in Central Kentucky. No other town responds so quickly to announcements on the bill boards. No other town can boast of a better bill posting service. Post Richmond. \* Send your paper to the city bill poster,

W. P. **BAXTER**

CRITTENDEN & CO.,  
City Bill Posters and Distributors,  
CENTRALIA, ILL.

We own and control all boards in this city, also make large and small contracts for all kinds of advertising, we cover a great deal of territory.



# BLOCK AND TYPE POSTERS

ARE OUR SPECIALTY.

Any Size. <<<<<< Any Style. <<<<<< Any Color.

SEND FOR SAMPLES AND PRICE LIST.

# HENNEGAN & CO.

CINCINNATI, OHIO.



### CIRCULAR DISTRIBUTORS . . . .

In every section of the Union. All honest, reliable and prompt. Their names and addresses sent you free. We pay the postage. 1,000 circulars promptly mailed for \$1.00; 100 per day for 1/10. Cash, job printing, or adv. space accepted. "We charge an honest price for honest work," and "We Never Disappoint You." Our patrons are our references. Correspondence respectfully solicited. Address, The Mon'l Adv. Ass'n, Room 708, Fidelity Bldg., Balto, Md.

### A Magazine for Advertisers.

Should contain something practical for the advertiser; should tell him what results other advertisers have obtained from various mediums; what it costs to prepare good advertising matter; and how to unite good ads, and how they should be illustrated.

### Advertising Experience,

Published at Chicago, U. S. A.

Has practical departments covering all of these points. Its interviews with practical advertisers are worth more than the subscription price.

Send 10 Cents, for sample copy. No free copies.

or Send One Dollar, for One Year. Address,

Advertising Experience, Chicago.

### TO BILL POSTERS AND ADVERTISING MEN:



I have noticed several instances of bill posters and others, whose names contain the letter S, appropriating my trade-mark, the \$, in connection with their names. This is to give full legal notice that this trade-mark is mine and will be protected against all infringers, and all such are instructed to at once cease using same, under penalty of the law.

\$AM W. HOKE, Poster Contractor,  
107 West 28th St., New York.

## ATTENTION <img alt="arrow" data-bbox="205 835 270 855"/> BILL POSTERS!

We make all kinds of Special Stand Paper for Commercial Advertising, for Bill Posters, in from 6 to 12 colors, from a 6-sheet stand and upwards. Any number of stands. Our work is all descriptive, and made on the best poster paper made. With delicate scrolling and shading, to imitate the finest of lithographing.

On receipt of \$1.00 and your copy we will make and send you a fine 20-sheet sample stand, 485, in colors. There is lots of local work to be had; all it requires is a little hustling

**A. BENNETT CO., 201-3 Main St., OTTAWA, ILLS.**

## AGENTS WANTED

Either ladies or gentlemen, to sell our new,

### ● HIGH GRADE TOILET SOAPS AND PERFUMES,

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

**THE MINTEAUX SOAP & CHEMICAL CO.,** 38 East Third St., CINCINNATI, O.

### FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,  
187 Schuyler Avenue, KANKAKEE, ILL.

1897

Kankakee, Bradley and Bourbonnais, total population, 15,000.

**SEED MEN LOOK OUT!** It's your turn next. If you would catch the farmers of Oklahoma advertise in THE HORNET. Goes to 800 farmers in Oklahoma in March. 3 cts. a line. Goes to press 25th. OKLAHOMA HORNET, Guthrie, Oklahoma, Box 260. 50,000 names—\$1.00 per 1,000; 5,000, \$1.50; Self setting Rats, 20 cts., catch 100 a night, 55 Receipts, \$1.00, all different. Circulars mailed with The Hornet, 10c per 100. Address OKLAHOMA MAILING AGENCY, Box 260, Guthrie, Oklahoma.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

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

Indiana, Pa. H. K. Apple, Bill Poster and Distributor.

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

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

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

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

Clarksburg, W. Va., Pop. 5,000 W. L. Deisou, City Bill Poster and Distributor.

Butte, Mont, W. E. Kendrick, Bill poster and sign advertiser. P. O. box 122.

Oregon Sign Co., Bill Posters, Distributors and Sign Painters. Box 374, Oregon City, Oregon.

Fayetteville, N. C. Hawkins Bros., Bill Posters and Distributors. Lock Box 170.

Santa Fe, N. M., A. M. Dettelbach, Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's.

Lorain, O., P. J. Smith, Bill Poster and Distributor. 319 6th St.

Laramie, Wyo. H. E. Root, Mgr. Opera House and City Bill poster and distributor (11c'd), 150 3d St.

Belvidere, Ill. Fred. Wiffin, Bill Poster, 312 Cassville St.

Oswego, N. Y., F. E. Munroe, Licensed Bill Poster, Distributor and Sign Painter.

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

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

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.

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

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

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

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

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. 20 years' experience in this city. Baggage and scenery truck express.

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

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

Tucson, Arizona, 2,000 ft. of boards Wm. Reid, Box 148.

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

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

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

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. When you write, mention Billboard Advertising.

Classified Advertisements

BILL POSTERS' DIRECTORY.

Woodland, Cal. Dietz & Glendenning, Bill Posters.

W. E. Patton, Corinth, Miss. Bill Poster and Distributor. Reference furnished. Box 164.

Waukesha, Wis. Oswald F. Mevis, City Bill Poster and Distributor. 628 Main Street.

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

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.

Winona, Minn. Pop. 25,000. Winona Circular Dist. Co., 78 E. Second st. General Outdoor Advertisers, Sign Tacking a specialty.

Ambrose, Indiana Co., Pa. Rural Advertising, Pa., contractors of outdoor advertising, house to house distributing a specialty. Prompt and reliable service guaranteed. S. J. McManis, Mgr.

Kansas City, Mo. Pop. 300,000. Midland Advertising Co., Josephine, Mgr. Distributing, Tacking. Reliable Men only. All towns in Jackson and Wyandotte Cos. Mem. International Ass'n of Distributors.

Boston, Mass. Pop. 500,000. Lou's Brandt, Distributor, 5 Heath ave.

Meridian, Miss., Pop. 15,000 L. D. Hoffer, city bill poster and distributor.

Rutland, Vt., M. Kingsley, Owns and controls all billboards. Address 48 West St., Rutland, Vt.

Parkersburg, W. Va., Pop. 15,000 C. C. Heuvront, bill poster and distributor. Reference, any bank in city. Satisfaction guaranteed.

Raducah, Ky., H. Joseph Harth. Unexcelled Distributing Service.

Seranton, Pa. Population 120,000 The Metropolis of the coal regions. Reese & Long, Distributors.

Chillicothe, Mo., Z. B. Myers. Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him.

Atlanta, Ga., 124 Haynes St. Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining counties, \$1.00 per 1000 and up.

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

Carlisle, Ind. Sullivan Co., K. J. Chilcote, Distributor.

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

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

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

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.

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

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

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

Seranton, Pa., 654 Deacon St. J. H. Beltz, member I. A. of D., samples put out, circulars distributed, signs nailed up. Work is guaranteed. 200,000 people in Lackawanna County.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flomilla, Macon, Forsyth and Barnesville, includes population of 175,000. When you write, mention Billboard Advertising.

Classified Advertisements

DISTRIBUTORS' DIRECTORY.

Springdale, Arkansas. Circulates samples, booklets, almanacs, etc., honestly and thoroughly distributed from house to house at reasonable rates. Address D. H. Whitener.

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

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 88 York street.

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

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

Pittsburg, Pa. Pop. 50,000. Established 1892. The "TWIN CITIES" Distributing Agency, DISTRIBUTORS, Office 6, Sixth St. Brauch, ALLEGHENY. J. T. HUDSON, Manager.

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

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

Milford, Mass. Pop. 9,000. E. R. Negu, Distributor, 337 Main St.

Rochester, N. Y. The J. E. Stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand-bill to a circus program. No batch work.

EXPERT AD WRITERS.

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

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

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

Cutler, John, Newton, Ma s.

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 283, Brooklyn, N. Y.

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

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

Scarboro, Jed, 48 Arbuckle Bldg, Brooklyn, N. Y.

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

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

Ward, Artemus, 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.

RUBBER STAMPS.

Climax Stamp Works, box 106, Belgreen, Ala. Sample—any wording—and self-inking pad, 10c.

THEATRE TICKET PRINTERS.

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks. Lowest prices. Always on time. No mistakes. 155 Washington Street, Chicago.

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. Bateholder Co., 38 1/2 Marietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.

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

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

POSTER PRINTERS.

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

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

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

Central Litho and Rug Co., 140 6th ave., New York. Central Show Printing Co., 143 Monroe, Chicago.

Carqueville Lithographing Co., 75 and 77 La Salle Ave., Chicago. Correspondent Show Printing Co., Piqua, Ohio.

Corrier Printing Co., Brantford, Ontario. Corrier-Journal Job Rooms, Louisville, Ky.

Corrier Show Printing Co., Buffalo, N. Y. Cox's Sons, John, Gay and Pratt, Baltimore.

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

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

Enquirer Job Print. Co., Cin'ti, 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. Gillin Show Print, 132 West 14th, New York.

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

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

Haber, P. H., Fond du Lac, Wis. Hasselman Printing Co., Indianapolis, Ind.

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

Jordan Show Printing Co., 128 Franklin, Chicago. Journal Job Rooms, Columbus, O.

Libble Snow Print, Boston, Mass. Lick Show Print, Fort Smith, Ark.

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

Metropolitan Printing Co., 222 W. 24th, New York. Miner Litho Co. The H. C., 342 west 14th st. New York.

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

National Printing & Eng. Co., Chicago. (Circuit Litho Co. Chicago).

The Penn Printing and Publishing Co., 605 Sansom St., Philadelphia.

Pioneer Printing Co., 214 Jefferson, Seattle, Wash. Planer 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., 142 Monroe st., Chicago.

FORMULA and comp etc directions for making a hectograph 10c. PETER F. PUB. CO. Belgreen, Ala

MURAL SIGNS AND PAINTED BULLETINS

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

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

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

Keefe & Fitzpatrick, 136 S. 8th st. CINCINNATI, O.

The John Chapman Sons Co., 10 Longworth st. Bill's Advertising Service, 312 Coleman st. PH. Morton, 333 west Fifth st.

CHICAGO, ILLS. R. J. Gunning, Walsh ave., cor. Van Buren st. Bond & Company, 59 Dearborn st.

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

Bryan & Co., High and Middle Sts. DENVER, COL.

The Curran Bill Posting and Advertising Co. DETROIT, MICH.

Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. E. McCarthy & 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. C. S. Houghtaling, 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 R. Williams.



# WANTED!

## BRIGHT YOUNG MEN

Can make from \$12.00 to \$75.00 per week selling our posters on commission. We have posters for every branch of the retail trade, such as clothiers, hatters, dentists, milliners, boot and shoe dealers, butchers, grocers, tobacconists, druggists, haberdashers, etc., etc.

These posters afford the very best advertising that it is possible to obtain. They are apt, striking, beautiful, and sell at sight. WE WANT AGENTS TO TRAVEL AND TAKE ORDERS. We want young men, between 21 and 25 years of age. To all such that write us, giving reference, we will send all necessary instructions, information, etc., and a set of samples that cost us \$21.75. We ask no deposits, request no stamps for reply, but we do insist upon being fully satisfied that inquiries come from men who really desire employment. Those that are merely inspired by idle curiosity will not be considered. The work is easy, pleasant and congenial. Our solicitors have the assistance and advice of the city bill poster in every town. Write quick.



**THE DONALDSON LITHO CO.**

CINCINNATI, O.

## 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.**

## The Babbitt Entry and Record System.

INGENIOUS ☞ SIMPLE ☞ PRACTICAL

## The Babbitt Ticket Account Book.

PRACTICAL ☞ SIMPLE ☞ INGENIOUS

### FAIR MANAGERS

Should correspond with the undersigned, in reference to the above and special books designed to order.

MADISON, WIS.

For **\$182.00**

Member International Association of Distributors.

I will place a booklet in every home in Cincinnati and her suburbs in Hamilton county. There are exactly 121,358 homes. About 13,500 of the booklets should be printed in German, to bring the best results. I know Cincinnati thoroughly, and I know how to cover it expeditiously and economically. Cincinnati families are large: they average five members each, ergo, you reach 606,790 people through my house to-house distributing service.

**W. H. Steinbrenner**

ROOM 609, LINCOLN INN COURT, 519 MAIN ST.

**CINCINNATI, O.**

Established 1892  
Fifth Year  
Best of references.

## SOUTHERN ADVERTISING CO.

STREET CAR ADVERTISING.

BOWLING GREEN, KY.

POPULATION, 10,000.

## Bill Posting and General Advertising

We own and control all the prominent billboards in the city. Address all communications to

J. M. ROBINSON, Manager "Southern Advertising Co.," BOWLING GREEN, KY.



NOTHING EXCELS THE SERVICE RENDERED BY THE

## BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR

OUT-DOOR ADVERTISING

IN ALL ITS BRANCHES.

Special care given to House-to-House Distributing

Prompt Service by Reliable Men.

**P. M. COOLEY, Mgr., BINGHAMTON, N. Y.**



1891. "Everything comes to him who hustles while he waits." 1897.

## THE HUSTLER ADVERTISING CO.

Prompt personal service guaranteed at all times.

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

The only exclusive distributing service in city.

W. H. CASE, MANAGER.

24 NORTH MINER STREET.

FORT WAYNE, IND.

**"That New and Different Paper."**

## The Ad-Writer

A meaty and mighty independent paper, published monthly, at St. Louis, Mo. The only ad journal that wears no gloves.

All that its name implies. — *Newspaper Ink.*

Worth its weight in gold to anybody who writes ads. — *The Country Editor.*

Made up of bright things, nicely condensed. — *Elmer (N.J.) Times.*

It starts right and promises well. — *National Cooper's Journal.*

**SAMPLE COPY TO YOU, FREE.**

H. H. PARAMORE, Editor,  
519 Olive St., St. Louis.

Twelve Months for a Dollar.

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

Owens and controls all billboards and dead walls in the city.

Also DISTRIBUTING carefully attended to

**Tucker's Magic Stove Polish**

Will send secret of manufacturing this excellent Stove Polish for 10 cents, former price \$5.00. Thousands of boxes have been sold by myself.

G. F. TUCKER, Sheldon, Mo.  
Box 157. '97

THEATRICAL AND CITY BILL POSTERS,  
Distributing and Advertising Agents,  
Work promptly and properly executed.

C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

**"Mr. Manager!"**

**"One Moment Please."**

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date.

WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

**C. M. Smith & Co.,**  
Brantford, Canada.

Population of City 17,000. County 50,000.  
Country 5,000,000. '97

**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.

# Nashville Distributing and Advertising Co.,

150 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. '97 JAMES L. HILL, Mgr.

## FOR SALE:

The finest Bill Posting Plant in Maryland, located at Frederick, a city of 10,000 population, known as the RHODES BILL POSTING CO, now doing a flourishing commercial business and controlling all theatrical and railroad work.

Will sell also, a first-class Soda Water and Bottling Plant, now supplying 8-10 of the soda drank in the town, which, if run in connection with posting, proves a young gold mine. Both plants run under the same roof. Will sell for cash within the next 60 days. \$2,500, no more, no less.

Frederick has fine water, electric lights, trolley lines and a grand Mountain Summer Resort. This is the opportunity of a life time, for some young hustler. Reason for selling: Have interests in another city, that demand my attention.

If you mean business, write for full particulars. ADDRESS:

**FRANK B. RHODES, P. O. Box 244, FREDERICK, MD.**

**E. S. CARPENTER,**  
—IS THE—  
**RELIABLE BILL POSTER**  
—OF—  
**DANIELSON, CONN.**

**MANAGER OF MUSIC HALL.**  
Office, No. 5 Music Hall Block.

Has more, larger and better billboards than any other bill poster in Eastern Connecticut. Try him. He will do your posting and distributing faithfully and well or no pay.

**MARION ADVERTISING CO. MARION, O.**  
LICENSED CITY  
Bill Posters & Gen. Advertisers

**BURKE & SARGENT, PROP'R'S.**


1,000 Feet Billboards. 50 Three-Sheets. 100 One-Sheets.

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.

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

ESTABLISHED 1876.

**CHARLES W. YORK,**  
**Bill Poster and Distributor.**

**HAVERHILL, MASS.**

I make a specialty of Distributing.  
Reference if required. '97

**G. F. BANGASSER & CO.**  
CITY BILL POSTERS AND DISTRIBUTORS, '97

Signs Tacked and Signs Painted. Own all Billboards in our locality. P. O. Box 38  
**MCMINNVILLE, OREGON.**

**HIGGINSVILLE, MO** Pop. 5,000  
The Greatest Country on Earth.

**RIGG BROS..**

The only licensed BILL POSTERS in the city Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters '97

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

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

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

**HENRY C. CROSBY**  
ADVERTISING  
**SIGNS,**

Romaine Building.  
'97 **PATERSON, N. J.**

**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.

**TRENTON, NEW JERSEY.**  
**The Trenton Bill Posting Co.**

Owens 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 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 transaction of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

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

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

PUBLISHED AT  
13 Astor Place, NEW YORK.

Reference by permission First National Bank. Population—Of City, 3,000; Of County, 18,500.

## J. S. MARTIN

does OUT-DOOR ADVERTISING

In all its branches. Also Bill Posting, Distributing and Card Tacking, in this city, or adjoining country or towns.

seat of Simpson College  
**INDIANOLA, IOWA.**

## WILL H. LORELLA,

IDEAL.....

Bill Poster and Distributor,

Distributes samples and circulars.  
Eight towns—Population 4,000

**GRANTSBURGH, ILLS.**

## A. P. MEYERS,

BILL POSTING, — DISTRIBUTING,  
SIGN PAINTING,

Owms and controls all Boards.  
Population—City, 3,000; County, 18,000.

**GLENWOOD, - IOWA.**

## GEO. F. NETHERCOTT,

BILL POSTER  
AND  
DISTRIBUTOR,

Card Tacking, Distributing, Sampling,  
Sign Painting.

Control all Dead Walls.  
All Boards on or near Street Railroads.

Office, Academy of Music,  
**SAGINAW, E. S., MICH.**

When you write, mention *Billboard Advertising.*

# The Enquirer Job Printing Co.

Cin. O.

## THEATRICAL

DESIGNERS,  
LITHOGRAPHERS  
AND GENERAL  
JOB PRINTERS.

\*  
Poster  
Work  
Our  
Specialty

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

## The Bill Poster

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

**JOHN T. WILLIAMS,** **BILL POSTER.**  
346 Morrison St., PORTLAND, OREGON.  
Population 90,000. '97 Established 1868.

# 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.

**Jno. H. Jones,** Distributing Office, N. W. Cor. Mount and McHenry Sts., BALTIMORE, MD.  
I have two teams, employ none but capable honest men. Work faithfully done. Population 500,000. Best reference. Member I. A. of D. '97

**DANA M. BAER,** OF LA VERNE, Minn. is reliable. He will honestly and faithfully distribute all advertising matter, tack up all signs entrusted him. My circuit is eight towns, a population of 10,000 to draw from. I also have 4,000 reliable names at 25c per 100, 500 for \$1.00, 1,000 for \$2.00, 2,000 for \$4.00, or the entire lot for \$6.50, cash with order.

**DANA M. BAER, Distributor,**  
Box 477, LA VERNE, MINN.

When you write, mention *Billboard Advertising.*



**DONAT J. LEFEBVRE,**  
RELIABLE DISTRIBUTOR  
Of all kinds of Advertising Matter.  
**BOX 483, MANCHESTER, N. H.**

**L. A. DANIELS,**  
City Bill Poster and Distributor,  
**SANTA CRUZ, CAL.**  
POPULATION 8,000.  
Member International Bill Posters Association, of United States and Canada.

**FREE!** Names and addresses of honest, prompt and reliable Mailing, Distributing, Clipping, Subscription, Printing, Local and General Agents, furnished free to Advertisers. 100 Circulars honestly mailed per day for 10 cents; 1000 for \$1.00 cash. Job Printing or advertising space accepted. *Our Patrons are Our References.*  
THE MONUMENTAL ADVERTISING ASS'N  
BALTIMORE, MD. '97

**CIRCULARS DISTRIBUTED.**  
Mailed 10c per 100, \$1.00 per 1,000.  
I. M. L. Branch 153.

**G. F. TUCKER,**  
Box 157, SHELDON, MO.

**DILLON'S  
CROSS ROADS  
BILL POSTING  
CO., Normal, Ills.**

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

DO YOU INTEND TO ADVERTISE IN \_\_\_\_\_

**SAN FRANCISCO,  
OAKLAND,  
AND ALAMEDA CO.,  
\_\_\_\_\_ CALIFORNIA?**

# SIEBE & GREEN

OWN THE

## Bill Posting and Painted Sign

PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

**SAN FRANCISCO** 44,000 Lineal Feet Fencing,  
10 and 20 Feet High.  
350,000 Population.

**OAKLAND** 11,000 Lineal Feet Fencing,  
10 and 20 Feet High.  
60,000 Population.

**ALAMEDA CO.** 9,000 Lineal Feet Fencing,  
10 and 20 Feet High.  
150,000 Population.