

# THE BILLBOARD



FOR  
MARCH.

# **THE DONALDSON LITHO. CO.,**



**CINCINNATI, OHIO.**

## **PRODUCERS OF HIGH-CLASS POSTERS.**

There is naught that is banal about a Donaldson poster. The text, decorative devices, color schemes, always abound in refreshing novelty and originality. They are dominant and distinctive in the company of other posters: an attribute which in itself possesses much advertising value. There is no other American firm whose product possesses this peculiar quality in the degree that obtains in a Donaldson poster.

—*The Lithographic Art Journal.*

## **PRODUCERS OF POSTERS THAT PAY.**

If you want to advertise anything, anywhere, at any time—use posters. Donaldson posters. Write the Donaldson Litho. Company about it to-day.

NOTICE.—We have a new proposition to make to bill posters, sign painters and distributors. There is easy money in it for you. If you are interested write us.

Only one in a town. First come, first served. Write now.

# THE BILLBOARD

VOL. X., No. 3.

CINCINNATI, MARCH 1, 1898.

PRICE 10 CENTS  
PER YEAR, \$1.00

## Charles Dickens and Billboards.

How would the world look without billboards? Has any one ever tried to imagine an answer to that question? People are so used to seeing billboards with more or less attractive pictures, and with information easily absorbed, that they never think but that such things always were. In opposition to the innocent spectator, business men discuss the question of obtaining publicity by the use of billboards, as if it was some new and untried method. Though this mode of advertising is not really ancient, it is old enough to be judged by the experience of several generations.

The use of billboards, or what answered as such, was known in London before the No-Popery Riots in 1780. When Charles Dickens the famous novelist was a young man, and, as a reporter, was trying his hand at elaborate sketches for the *London Morning Chronicle*, he wrote his seriocomic account of his ride in the van of the "King of the Bill-stickers". How much of it is true, and how much of it is the product of Mr. Dickens' fertile imagination is not known; but the bare facts are easily certified. It also is the estimate the novelist puts upon the power of the poster. He begins his sketch with this paragraph:

"If I had an enemy whom I hated— which heaven forbid!—and if I knew of something that sat heavy on his conscience, I think I would introduce that something into a posting bill, and place a large impression in the hands of an active sticker. I can scarcely imagine a more terrible revenge. I should haunt him by this means by night and by day. I do not mean that I would publish his secret in red letters two feet high for all the town to read. I would darkly refer to it. It would be between him and me and the posting bill. Say, for example, that at a certain period of his life my enemy had surreptitiously possessed himself of a key. I would then embark my capital in the lock business, and conduct that business on the advertising principle. In all my placards and advertisements I would throw up the line *Secret Keys*. Thus, if my enemy passed an uninhabited house, he would see his conscience glaring down on him from the parapets and peeping up at him from the cellars. If he took a dead wall in his walk, it would be alive with reproaches. If he sought refuge in an omnibus, the panels thereof would become Belsazzar's palace to him. If he took boat, in a wild endeavor to escape, he would see the fatal words lurking under the arches over the Thames. If he walked the streets with downcast eyes, he would recoil from the very stones of the pavement, made eloquent by lampblack lithograph. If he drove or rode, his way would be blocked up by enormous vans, each proclaiming the same words over and over again, from its whole extent of surface. Until, having gradually grown thinner and paler, and having at last totally rejected food he would miserably perish, and I should be revenged."

This description may be called Dickens-esque, but is it not true? Who has not turned from posters frequently with a feeling of disgust or repulsion, even when the subject has not touched the secret of a troubled conscience? And who has not smiled involuntarily at other posters that have shown humor, or at least good nature in their make-up. Of this class may be mentioned a late one of the *Admiral Cigarette*. The healthful, laughing face of the woman, the side glance of her dark eyes, the clasped hands, all say that the Admiral is in port and somebody is happy.

proclamations and declarations, and which were only a demy size, the manner of posting the bills (as they did not use brushes) was by means of a piece of wood which they called a "dobber". Thus things continued until such time as the State Lottery was passed, and the printers began to print large bills, and men were employed instead of women, as the State Lottery Commissioners then began to send men all over England to post bills, and would keep them out six or eight months at a time, and they were called by the London bill-stickers 'trampers', their

expressed in this wise:

"You could hardly put too little in a poster; what you wanted was two or three good catch-lines for the eye to rest on, then leave it alone, and there you were!"

This advice has kept well. Its practical use proves its soundness. An over-crowded poster is an abomination; tantalizing to the eye and the understanding. Add to the king's description, "two or three good catch-lines" (might be catch-words, nowadays,) an attractive figure, something undeniably relevant and there you are.

MARGRET HOLMES BATES.  
New York.

## SCRIPTURE ON BILLBOARDS.

### Novel Scheme to Revive Public Interest in Religion.

NILES, MICH., Feb. 1.—As a result of the "Universal Text Display Society's" efforts, it is expected that within a year almost every billboard, dead wall and fence in the country will blazon forth not the usual quack nostrum advertisements, but placards of quite different character, tending to draw men to religion.

The society has its headquarters in Muskegon, but almost its first work was done in Niles, where permission was obtained to stretch a banner across the main street.

Within a short time the work will be carried to Chicago and Detroit. Flourishing societies already exist in Kalamazoo, Lake City, Muskegon, Traverse City, Benton Harbor, St. Joseph and Niles.

The originator of the scheme is A. E. Standen, No. 135 Dearborn avenue, Chicago, a traveling salesman and an Englishman by birth. Mr. Standen says:

"Early in January, 1896, while following my business, I was impressed with the remarkable success attending commercial advertising in public places, as is illustrated in patent medicines, tobacco, etc., and the idea came to me this would be a good system to sanctify to the Lord's work. Whenever I looked at a bare wall the words, 'Go and do it,' would follow me. I could not banish them.

"While at Sault Ste. Marie I decided to issue a circular letter to devout Christians and obtain from them some expressions."

The original society is organized as follows: President, the Rev. Joseph P. MacCarthy, Muskegon; vice president, E. M. Doty, Columbus, Ohio; field secretary, A. E. Standen, Chicago, Ill.; recording secretary, L. K. Soper, Muskegon; assistant secretary, Stephen Spaulding, Muskegon; treasurer, E. H. Stafford, Muskegon. Among the trustees are B. R. Hoobler, Bay City; E. H. Stafford, Muskegon; the Rev. A. Hadden, Muskegon; Miss Jennie Caskey, Petoskey; the Rev. Joseph P. MacCarthy, the Rev. R. Bloemendahl and the Rev. J. J. Van Zanten, Muskegon; the Rev. A. Newton, Mrs. S. A. Howey and Mrs. George W. Woods, Lake City; the Rev. J. C. Hough and Mrs. L. Grosenbaugh, Niles.

The above is a condensed account of a newspaper yarn which, in the shape of an Associated Press dispatch, obtained wide credence. The magnitude of the contemplated operations must be taken with a grain of salt, but the organization is bona fide and well perfected at that.

As a plan to drive ballet skirts off the boards, it has the merit of being more practical and feasible than the usual course, i. e., resort to hostile legislation. We shall be glad to see it tried. Let her go, gentlemen. The bill posters of the country are ready and willing.—EDITOR.



JAMES M. DISHON,  
City Bill Poster of Terre Haute, Ind.

Further on in Mr. Dickens' sketch he gives scraps of the history of bill-sticking, as he received them from the king. He makes His Majesty to say:

"The facts of bill-sticking as known to myself are as the following. When my father was engineer, headle and bill-sticker to the parish of St. Andrew's Hollorn, he employed women to post bills for him. He employed women to post bills at the time of the riots of London. He died at the age of seventy-five year. \* \* \*

"The bills being at that period mostly

wages at that time being ten shillings per day besides expenses."

His Majesty explained to the young reporter how the business of bill-sticking grew, and how the stickers fought for walls and boardings until Parliament was compelled to take a hand and regulate the business by dignified enactments. He told all about the mysteries of the sizes of the bills, and how "joints" came in and superseded the place of ladders.

His Majesty had very emphatic ideas as to the contents of the poster, which he

## ON THE ROCKS.

**"THE BILL POSTER" Hard  
Aground, and "DISPLAY  
ADVERTISING" Sending  
Up Signals of Distress.**

In spite of all the magnificent support and advertising patronage accorded them the official organ and Stahlbrodt's book are liable to go the way of all things conceived in spite and launched in vindictiveness.

Our advices are rather conflicting. Display advertising, however, seems to be the worst off. Its losses are variously placed at from \$500 to \$850. It is probable that the exact figures are not known. It hardly seems possible that it could have lost a hundred an issue.

*The Bill Poster's* report as it reaches us is almost as hazy. The losses in its case range between \$700 and \$1,500. There is only one figure that our informants seem to agree upon, and that is the amount of its indebtedness. This is generally conceded to be \$1,400.

As an offset against this, Campbell shows assets aggregating, according to one of our correspondents, \$1,400. Others place the assets at \$1,500, \$1,800, \$2,100, and one enthusiast at \$4,800.

It is probable that if wound up soon *The Bill Poster's* losses will be found to be about a thousand dollars. Not at all a bad showing when the good it has accomplished is considered.

We get it on fairly good authority, however, that the A. B. P. is tired of the publishing business and considers an official organ an expensive luxury. Even a matter of \$500 a year is deemed too high a price, and it is bent on letting go.

In this extremity the friends of the two papers have rallied about them with most commendable zeal and promptitude. They have formed a stock company capitalized at \$5,000, amalgamated the two papers and will publish them jointly in the future, one on the 1st and the other on the 15th of the month.

The stock, of course, has all been gobbled up eagerly long ere this, which seems a little strange. If the association could not support one paper it is not altogether apparent how a few members of the association are going to support two.

Be that as it may though, the projectors are entitled to much credit for perpetuating the papers.

Like **THE BILLBOARD** their influence is good, and they deserve long life. They make business for bill posters and poster printers, and both these latter are entirely willing they should continue the good.

The Executive Committee of the A. B. P. has been most roundly denounced for its attitude toward solicitors. Gude in particular has come in for a large measure of censure. Up to the time he was admitted to the association, he strenuously advocated "more solicitors," but the moment he got in he experienced a change of heart. Some bill posters term him a turncoat, others merely think he has knuckled to Stahlbrodt. Be that as it may, he has lost much of the respect and regard that his plucky fight against the unjust mandates of the association won for him. The result of it all will be that when the next meeting takes place at Buffalo the constitution will be amended so as to prevent solicitors from ever being appointed on the Executive Committee or holding office again.

Several members are already framing resolutions to this effect. The following has been submitted, viz.:

*Resolved*, No bill poster nor officer in a bill posting company shall be eligible for office who is engaged as a solicitor or middleman."

The objection to the measure is that it would shut out all the hustling bill posters of the organization. Under the present constitution all bill posters are encouraged to solicit and entitled to the solicitor's commission on all work that they send out. It is going to be a matter of some difficulty to oust Gude and Stahlbrodt. Both of them own stock in bill posting companies that are members of the association.

However, the sentiment in favor of more solicitors is growing stronger every day, and we have no doubt that the two gentlemen who oppose it from purely selfish motives will receive a pointed rebuke at the proper time.

Much sympathy is expressed for Gillam and Shaughnessy. The prevailing opinion is that they have been jobbed, and members everywhere, as in the case of Sam W. Hoke, are supporting them simply to show disapproval of the Executive Committee's action.

## A. B. P.

## Executive Committee.

Pursuant to the president's call the Executive Committee of the A. B. P. met at the Great Northern Hotel, Chicago, Feb. 7, and if the word of a man high in the association is to be relied on, *did nothing at all*.

A rumor went the rounds of the association just prior to the meeting that it was to be a sort of an inquest on *The Bill Poster*. The boss openly asserted that they would perform an autopsy. But they did not. They did not do anything. Oh, yes, they did, too. They received Geo. Leonard's report on Memphis and Louisville, and ate a Chinese dinner, and that is all they did do of consequence, except to amalgamate *The Bill Poster* with *Display Advertising*, and try to capitalize the amalgamation for \$5,000.

As one member facetiously put it "this was a case of the dying marrying the dead, and although they put in the major part of the week on it the scheme did not make much headway."

Campbell succeeded in making the committee believe that *The Bill Poster's* assets slightly exceeded its liabilities, and then immediately gave the lie to his claims by knuckling and grasping wildly at a chance to unload on the association, a stock company or any old thing. He even bowed to the boss when the latter declared himself in on the unloading.

It is said that Leonard reported things about a stand-off in Memphis, with Van Beuren willing to sell out to Douglas. In Louisville he found Ramsay had all the best of it. No action was taken in either case.

Ballie Carroll was touched for every cent he had with him, but friends came to his rescue, and the genial secretary was not compelled to walk home.

As an instance of the way in which the Executive Committee messed things up on the Pacific Coast, we would point to the fact that The Wilshire Bill Posting Co., of Los Angeles, are members of the A. B. P. and not of the Pacific Coast Association, a clear violation of the consti-

tion and by-laws of the A. B. P., which provides that a member of the national organization must be a member of his state organization first. The Pacific Coast Association has accepted an opposition firm at Los Angeles. Take also the firm of Siebe, Green & Dunphy at Oakland, Cal. They, too, were members of the A. B. P. Yet the Pacific Coast Association, both before and since being chartered, refuses them membership in the organization.

It will be seen, therefore, that the Executive Committee deliberately sacrificed two A. B. P. members in order to charter the Pacific Coast Association, a proceeding entirely without warrant or precedent and a colossal piece of stupidity at best.

W. C. Terrill, of Lima, O., writes, enclosing twelve votes for Geo. H. Siebe, and says: "I think he would be the one to send over the pond. He is young at the business, but knows more about it already than a good many of the old timers."

J. E. Campos, of Savannah, Ga., is an enthusiastic member of the I. A. of D. The Osborne Bill Posting Company, of Sturgis, Mich., writes: "Enclosed find February coupon. Geo. M. Leonard is the boy."

P. G. Stout, of St. Louis, thinks Isaac M. Monk, of Peoria, should be our ambassador to Ireland.

A fire originating in the bill posting room of the Academy at Atlantic City, N. J., entailed a loss of \$65,000. The *Irish Mawr* (1911) was destroyed.

P. G. Stout, of St. Louis, is looking for a city that needs a bill poster or a bill poster who needs a partner.

Siebe and Green, of San Francisco, write: "We received numerous letters from members of the Associated B. P., asking us not to act so hasty, and to delay matters until next July, but the stand that we have taken is perfectly agreeable to us. As to work, all we can say is you would be astonished to see what painted signs we are placing at the present time, having closed over \$12,000 in our painted sign department within the last thirty days. We are triple-decking all our fences."

The business of bill posting is better—much better for the influence of *The Billboard*. In fact, if anything has contributed more towards the elevation and up-building of bill posting in America than the Association, that thing is "*The Billboard*."

Peter Rhode, jr., of Kenosha, Wis., writes that he has bought his brothers' boards at that point.

## POSTERS IN ALASKA.

Manager Watson, of the London Theater, has received a unique poster from Alaska, announcing the variety programme for opening of the Opera House at Skagway, Wednesday, January 12, 1898. In a note the programme announces that in August the city was comprised of three tents; now they have an opera house seating 1,000 people, an electric plant and a newspaper.

We infer from the last issue of *"Display Advertising"* that its circulation is 1,000 copies. Its space is dear at any price, if our inference is correct.

The editor of *"Display Advertising"* frantically asks which shall it be, "*Display Advertising*" or "*The Billboard*?" Go to, Hoff; it now is, always has been and ever will be, "*The Billboard*."

"*The Billboard*" leads. Others follow. Subscribe now. One year, one dollar.

## LOS ANGELES.

Mr. and Mrs. W. H. Wilshire left for San Francisco January 19, where they will hereafter reside. Mr. Wilshire has sold his advertising business to his brother, Mr. H. G. Wilshire.

Col. Burr Robbins, of Chicago, was here February 7. He was enroute from the City of Mexico to San Francisco. In conversation with Mr. H. G. Wilshire, of the Wilshire Bill Posting Company, he discussed a new association which would be projected on novel lines. Briefly the scheme is to associate only the larger towns into a close alliance, each to pool say \$2 per 1,000 population of his town. Whenever paper went to the opposition a ukase would be issued against the offending advertiser. In the event of any member disobeying the ukase the association would start a plant right in his own town and exterminate him. There was also talk of a close association to embrace only western bill posters.

The Wilshire Bill Posting Company are advertising the fact in all the papers that Thos. M. Sterling is not in their employ.

Thomas M. Sterling, backed by a miller named Noeland, has incorporated The Los Angeles Bill Posting Company in opposition to the Wilshire Bill Posting Company.

Sterling took the Burbank Theater (50 cent house) away from the Wilshire people, and also secured the Boeman gum contract. This latter on the strength of a claim that they are members of the Pacific Coast Association. The Wilshire Company, being members of the A. B. P., are asking the Secretary of the Pacific Coast Association a whole lot of pertinent questions, which the latter evades with more or less dexterity.

The newspapers have been full of the "war," as they term it, and have devoted columns to the varying phases of the controversy.

Wilshire Bill Posting Company, asked an amendment to the present ordinance, raising the license charge from \$25 to \$300 a year, and providing that the present law shall be so amended as to prohibit any signs of a greater height than ten feet from being erected hereafter within twenty feet of sidewalks; but that such sign-boards as are at present standing be not subject to the provisions of the ordinance, as it would force violation of contracts to require them to be moved back, etc.

It is claimed by the Los Angeles Posting Company that the other concern has been trying to drive it out of business, and, in its own protection, it was compelled to have two of the employees of the rival company arrested.

The bone of contention in this particular case is the bill board on Broadway, near the intersection of Franklin street. This is claimed by both companies, but the Los Angeles Company secured it first, and claim to have a lease on it. They put up bills of the Burbank Theater, but soon afterward some person covered these bills with paper of the Wilshire Company, which announced that that space was "to let." The Los Angeles Company replaced the other paper and watched the board, and a few days later it was again covered with the Wilshire Company's paper.

As a result, warrants were issued for the arrest of John Davis and George Whitehead, employees of the Wilshire Company.

The Wilshire people are forcing the fitting, and no one seems to doubt will win out in the end.

There has been a revolution in the baseball circles of Los Angeles. Manager Morley, who the players claim has leavened them out of large amounts of money, is no longer in control. The Wilshire Posting Company, which owns Plesta Park, has taken charge of affairs. Players claim that Morley "held out" on gate receipts. Many of them refused to play under his management. Now that he is out they are returning to the fold, and first-class ball is promised in the future.

The Wilshires are originally from Cincinnati, the home of the old reliable, *The Billboard*.

The Wilshire Company is also going after the scalp of Sabiel, who owns the E. A. of D. franchise. They claim that Sabiel brought on the trouble by underbidding them with their regular customers.



A Natty Oswego (N. Y.) Rig.

**PHOWLING PHUDES.**

**PRUDENT PREACHERS AND SPOUTING SPINSTERS WHO OBJECT TO THE NUDE IN ART.**

**AND THE NEWSPAPERS DISINTERESTEDLY (?) EGG THEM ON.**

"So God-created man in His own image, in the image of God created He him; male and female created He them."—Genesis, 1:27.

Bloomfield, N. J., Feb. 27.—This town is excited over theatrical posters depicting handsome young women clad in tights, and aged Joseph R. Maxfield is leading a crusade against the display of posters and lithographs that would tend to injure the morals of our young folk. Of course there is little use in protesting against such displays, because Bloomfield is really a "government by mutual consent," and it is practically impossible to do anything of so radical a nature as the enforcement of an anti-immoral poster resolution. The "Jack and the Beanstalk" posters are certainly shocking to good morals. Of course, I don't suppose the show is as bad as the pictures. No show is. I think the drapery should not end above the knees. There is no objection to bare arms, or to a certain amount of neck and shoulders."

Rochester, N. Y., Feb. 3.—The Democrat and Chronicle of this city is trying hard to work up a movement against burlesque show paper. The following is clipped from a recent issue: "Some of the pictures on the bill boards are so disreputably suggestive that indignant citizens have torn off the most obnoxious features. That may not be legal, but it would be a good thing to make a test case of it in the courts, and learn whether such exhibitions will receive judicial indorsement. In the case of one bill board, the proximity of a large public school and the sight of scores of small boys and girls studying these pictures made it especially aggravating. Ladies of the city have said that they regard these vile posters as an insult to the womanhood of Rochester. What has Mayor Warner to say on the subject? It is in his power to forbid these vulgar and debasing exhibitions on the public streets."

West Chester, Pa., Feb. 4.—Gaudy lithographs picturing women in costumes light and airy, around the fire of Burgess C. Wesley Talbot, and he gave orders that they should be removed from the bill boards. Show bills containing reading matter are now displayed in their places.

Washington, D. C., Feb. 7.—The bright, sunshiny day brought one of the largest congregations of the year to the Metropolitan M. E. Church yesterday morning, and President McKinley was among the earliest arrivals, and occupied his pew during the service. Rev. Hugh Johnston, the pastor, occupied the pulpit. He took his text from Ephesians, II: 10: "For we are his workmanship, created in Christ Jesus unto good works, which God hath before ordained that we should walk in them."

"Here we have the divine workmanship and the purpose," he said. "As to the theater, it is the devil's chapel. One-half the show bills are offensive to common decency. Can you play with fire and not be burned? It is asked, 'Why not reform the theater?' Because it will not stay reformed. There never was a time when the theater was so patronized by church members as the present."

This is from the Christian Endeavourer World.

Chicago, Feb. 3.—A fresh note of alarm has been sounded against arsenically prepared wall-papers. The most dangerously poisoned wall-paper is that pasted on our bill-boards.

Florence, Mass., Feb. 7.—The people of Florence have effectively provided against the display of any more objectionable posters upon the bill boards, which have been located near Cosman Hall, by the removal of the boards. Both Chief Maynard and Manager Todd, of the Academy, wished to respect the wishes of the Florence people, but did not quite satisfy the demand, and an order for the removal of the boards was secured from the owner of the land upon which they stood.

Brooklyn, N. Y., Jan. 28.—The Grand Jury for January, having completed its work for the term, was discharged by Judge Aspinall, in the County Court, this morning. Foreman Babcock handed the court a presentment containing the following recommendations:

"Resolved, That the attention of the proper authorities be and is hereby called to the theatrical and other advertising bill boards, posters and show cards placed upon the public buildings, elevated railroad pillars and elsewhere—particularly on Sundays—in violation of the city ordinances. Also to the numerous hanging signs, bill boards, heavy advertising devices, etc., suspended over the streets and sidewalks, and which are a constant menace to the lives of persons passing beneath."

Harrison, Feb. 7.—In a sermon preached here last night, Rev. Wilbur F. Crafts, of Washington, called attention to the posters of a burlesque company that is to exhibit here this week.

This morning, a committee from the Ministerial Association and Women's Christian Temperance Union called on Mayor Patterson and asked him to have the offensive posters removed and the company prohibited from playing. The Mayor said he would investigate.

This evening all of the most objectionable posters were partly covered with blank sheets of paper, and the Mayor will send a committee to the performance to stop it if it is as was represented to him.

Los Angeles, Cal., Feb. 5.—Brother Kinger made his way to the Federal Building this morning. He shied at several of the posters put up by Mr. Mose Gunst, advising people to kick if they could not buy his cigars, and crossed the street twice to get away from some samples of the Standard exposed to view, and at last reached the chambers of Judge Welborn, and asked to be excused from duty as trial juror. His request was granted, and as he went out of the Clerk's office he said cheerily: "Yes, Mr. Gunst has again put up his awful posters of that girl kicking a hat all over the city, but it will have to come down. The Council will soon take action on it." And with a sigh he was gone, leaving only the shadow of a blush in the room to show that he had been there.

The New York Journal says: The poster girls of Brooklyn have brought the wrath of the borough gods upon their own heads. They and their own designers have incurred the displeasure of the grand jury, as a reflection of the outraged feelings of the counseled ministers and the members of their flocks.

Before Justice Joseph Aspinall, of the County Court, a presentment was made this afternoon by the grand jury that will sound the death knell of the flaming, flaring, whirling poster girl in tights and tulle.

While she has been the architect of her own misfortune by appearing, "particularly on Sundays," in a scanty costume that jangled with the church bells, she bids fair to ruin even the respectable, beardedly poster girls along with her.

Tights are not specified in the presentment. But they can be seen between the lines as plainly as they can be seen by the Sunday morning crowds on the bill boards. Still, there can be no discrimination on the part of the authorities when the crusade against the advertising maidens is begun.

Within the past two weeks the ministers of a dozen Brooklyn churches have organized an anti-poster-girl league.

The subject has been mentioned in many pulpits. Rev. Cortland Meyers, of the Baptist Temple; Rev. Dr. Lyman Abbott, and Rev. Dr. Wintner, of the Temple Beth Elohim, have been in the vanguard of the general criticism of the authorities for flagrantly permitting a violation of a city ordinance, as well as of the ordinances of propriety.

The city authorities say that these advertising lithographs have become so common that no attention was paid to them. Most of the reputable theatrical managers will at once remove the objectionable maids from public view. The others will be made to do it.

Harry Gear, of El Paso deRobles Calif, recently had a scrimmage with a bunch of old boys, who undertook to teach him his business.

East Liverpool, Feb. 21.—Rev. J. S. Reager, of the Wellsville M. E. Church, last night preached a sermon against the nude in art, and closed by declaring he would cause the arrest of H. Streets, a prominent merchant, if objectionable pictures were not removed from his show windows. Streets removed the pictures, but tonight announced that he had consulted an attorney, and the pictures would go back again. Rev. Mr. Reager came to Wellsville from Cleveland. He conducted a fight against variety show bill boards two years ago in that city.

Binghamton Jan. 19.—The Ministerial Association of this city have been objecting so strenuously to some of the show bills that have been posted, that hereafter all such bills will have to be submitted to Chief of Police Meade, who has been appointed "bill board censor." The managers of the play-houses have agreed to the arrangement, and it is believed that this method will settle the question of indecent show bills, and also avoid an open war with the clergy.

**BOSTON.**

The Bill Posters' Union, recently organized into the A. F. of L., is permitting no grass to grow under its feet. It is fast increasing in membership.

**LOUISVILLE.**

Bill posters will compose a large part of the Police Court docket Thursday morning. The two local companies have engaged in a clash, and have decided to wage their war before Judge Thompson.

"Dusty" Miller, of the Falls City Bill Posting Company, is accused by Joe Watkins and John Nevin, of the Heverlin Bros. Posting Company, of posting bills over their own. "Dusty" claims the other two men are guilty of the same offense. They have sworn out cross-warrants against each other. The rival posters claim to have leases on all the fences in Louisville, and if the lease is enforced, will drive one of them from the field.—Commercial, Feb. 18.

A novel entertainment in the form of a "poster show" will be given in the lecture rooms of the First Christian Church Friday evening, March 11. There will be eight tableaux illustrating well known articles of merchandise as advertised by the various posters. These tableaux will be elaborately presented. There will be musical selections rendered between each tableau by the best professional talent in the city. The walls will be profusely decorated with bright posters of all kinds. After the music and tableaux are over refreshments will be served. Tickets of admission are 75 cents.—Despatch, Feb. 14.

**ROCHESTER.**

The following annual reports of corporations were filed in the County Clerk's office February 1: Rochester Bill Posting Co.—capital stock, \$40,000, all issued; debts, \$200; assets, \$2,000.

**OAKLAND CALIF.**

**MAYOR THOMAS VETOES THE BILLBOARD ORDINANCE.**

The City Council, having passed a high fence advertisement recently, which was aimed at the bill posters, the Mayor promptly vetoed it February 5. His reasons will be interesting to bill posters. We give them in full:

"Gentlemen:—I return herewith an ordinance regulating the erection and maintenance of certain erections, without my approval, for the following reasons: "Said ordinance requires any person owning or having possession or control of any premises upon which any fence advertising structure or similar erection is now erected and maintained over six feet in height, shall within ten days after said ordinance shall take effect obtain written permission from the fire warden to allow such structure to remain, or such owner or person shall be guilty of a misdemeanor, and upon conviction thereof shall be fined a sum not to exceed \$100 or imprisonment in the city prison at the rate of one day for each two dollars of the fine so imposed.

"If the maintenance of fence or advertising structures and their use as advertising mediums are injurious to health or indecent, offensive to the senses, or an obstruction to the free use of property of others, they are a nuisance, and can be abated under the general law as it now exists (section 3479 Civil Code).

"If a private nuisance, it can be abated at the instance of the party aggrieved (section 3502 Civil Code); and if a public nuisance, by anybody or officer authorized by law (section 3494 Civil Code); or by any person specially injured thereby (section 2495 Civil Code).

"It is doubtless within the power of the City Council to prohibit the erection of insecure bill boards or other structures, for advertising mediums, to require the owners to maintain them in a secure condition and provide for their removal at the expense of the owner in case they become dangerous. Regulations, perhaps, may be made with reference to the manner of construction, so as to insure safety, but the prohibition of the erection of structures upon the property line, however safe they may be, would be an unwarranted invasion of private right, and is without legislative authority.

"A few months ago, in the Superior Court of San Francisco, in the case of the California Adsigns Co. vs. the Board of Fire Wardens, the validity of an ordinance, No. 255, of the Board of Supervisors, prohibiting the erection of fences of a greater height than ten feet from the ground, for painting or posting of signs or advertisements thereon, was held by the court to be an unreasonable interference with the right of private property, and that the ordinance was therefore void.

"For the reasons above stated I am of the opinion that the ordinance as passed by your honorable body could not be enforced.

Respectfully,  
"W. R. THOMAS, Mayor."

**SALT LAKE CITY.**

**A LIVELY ROW—THE NEW GRAND OPERA HOUSE NOW DOING ITS OWN POSTING.**

There is a lively theatrical bill posting war on in the city. Mr. McGarvie, of the New Grand Theater, some days ago dispensed with the services of the Western Bill Posting Company, and is employing men to do that class of advertising under his own direction, the result being that there is considerable friction in regard to the right to the use of the boards and other spaces upon which the posters are affixed, each pasting up their paper on the disputed places and each tearing down and displacing the advertisements of the other, the Western Bill Posting Company still doing the posting for the Salt Lake Theater and the Grand Theater doing its own. The consequence is that both the Marie Wainwright Company and the Grau Opera Company are receiving an unusually generous amount of advertising, so that the city has somewhat the appearance of a lithograph gallery.

Mr. McGarvie's version of the affair is that he has been paying the Western Bill Posting Company \$30 or \$40 a week and distributing something like 40 or 50 tickets of admission to the theater a week, through the bill posting company, to merchants and storekeepers, who allow the theater advertisements to occupy space in their windows. Mr. McGarvie says he received complaints from those entitled to receive theater tickets that the little bits of paste board had not reached them, and that these complaints became so numerous that he determined to dispense with the services of the bill posting company altogether and do his own advertising and distribution of the theater passes.

Mr. Robert Anderson, manager of the bill posting company, says the trouble arose primarily because a former employee of his left his service and undertook to do the work for the Grand Theater in opposition to the old company, and that the Grand people are using boards and fences which have been leased by the Western Bill Posting Company, and using unfair means to obtain other spaces.

**CLEVELAND, O.**

The Geo. W. Child's Cigar is not advertised on the bill boards of Cleveland, O., but enjoys a big sale there. The newspapers get all of the appropriation. This seems strange. There are good bill boards in Cleveland, better, indeed, than in most cities. Then, too, the Geo. W. Child's Cigar people prefer bill boards to any other medium of publicity. They must have had some good reason for giving Cleveland the go-by.

**PUBLICATIONS.**

We are in receipt of a copy of The Show, "a weekly journal of fair and expositive news." Though bearing Vol. IV, No. 5, we take it the copy before us is the initial number, and hence we make free to wish the new venture every success.

The publishers have got hold of a good idea, which shows they are enterprising, and inasmuch as they have stolen everything else in our columns that they could get their hands on, we take it they are progressive. Publishers who are both enterprising and progressive deserve success. Good luck to you, and may your gall never grow less.

Vol. I, No. 1 of Profitable Publicity, the official organ of the California Bill Posters Association, is a handsome thing—a triumph of the modern printers handiwork. It is published by Edgar John Arnold, Room 401 Claus Spreckels Building, San Francisco. If you want to see a "somewhat different" advertising paper, send 10 cents in stamps for a copy.

The March Standard Designer is a most pleasant feature of a most disagreeable month. Its bright and interesting pages, with their clever pictures, are calculated to make even the despondent forget the cloudy skies and bleak winds that are now our common lot. Among its fashion contents may be mentioned four handsome color plates, nine artistic half-tones and seventy-eight other stylish illustrations of garments suitable and seasonable for ladies', misses' and little folks' wear. Some of the literary articles that deserve especial mention are: "The Arts of Beauty," "In the Sick Room," "For the Business Woman," and the suggestions and hints on Fancy Work, Floriculture, Bicycling, Etiquette and The Household. A Continued Story, a Comedy, Two Short Stories and Two Poems afford plenty of reading matter for all members of the family.

It was unnecessary for Mr. Rowell to avow that Printers' Ink does not pretend to be consistent. Nobody supposed that it ever had any such pretensions.

We are in receipt of a copy of Glass, published monthly in New York. It is devoted to all manufacturers of, dealers in and consumers of glass, glassware and kindred products. It is a new publication, this being but the fourth number, but we should think it invaluable to all dealers in this line. \$1.00 per year.

Our friend, C. H. Day, of the Kickapoo Medicine Co., New Haven, Conn., has a story running in the New Haven Union, entitled Young America's Ministers, or, The Missing Witness. "A story for boys of all ages and girls who never grow old."

"Inside figures" are always interesting, and the following are certainly some striking ones about The Ladies' Home Journal. During 1897, 843,113 copies of this magazine were printed and so thoroughly sold that the latter-year issues are entirely out of print. It consumes 3,131,332 pounds of paper in a year, and absorbs 30,962 pounds of ink. It runs 28 presses. The advertising columns contained \$198,325 worth of advertising during the last year. The editors received 9,230 manuscripts, and less than one per cent were accepted. The magazine employs 22 staff editors. 24,648 letters have been received and answered in the year by the editors of the correspondence columns. The Journal has over 15,000 active, working agents on the road getting subscriptions. It has educated 412 girls free of charge under its free educational plan. In a single day it has received as high as 18,000 subscriptions. 300,000 copies of the Journal are sold each month on the news stands alone. 425,000 people subscribe for it by the year.

The propagation and cultivation of fish by the Government is interestingly and instructively described by Joanna R. Nichols Kyle, in Frank Leslie's Popular Monthly for March. The article has the felicitous title, "Aquatic Protoges of Government," and is profusely illustrated. The fifth paper in the series on Andrew Jackson is the second part of A. Oakley Hall's account of "Jackson as a Statesman and President." The illustrations to this article include reproductions of rare paintings, miniatures, cartoons, etc. "Massachusetts before the Mayflower," is the title of an article in which Francis Worcester Doughty chats entertainingly of the early history of the Eastern State, and gives maps and views from old copperplates. Helen Bradford describes the life and people of Christiania. There are a number of clever short stories, some good poems, and an attractive young folks' department. Frank Leslie's Publishing House, New York.

The Cosmopolitan for February contained some seventy pages of advertising which compares favorably with any other magazine. "A Brief History of Our Late War with Spain," is concluded in the number, and is a timely article. Since the horror in Havana Harbor, anything relating to war with Spain is welcome to loyal Americans. Its many illustrations, interesting stories, etc., make it a very readable number.

Up-to-date Ideas, published in Grand Island, Neb., is indeed "up-to-date" this month. It has adopted the new style in shape and printing, and is much improved. Mr. P. P. Fodrea, editor and founder, retires from the paper, on account of other pressing affairs.

**JERSEY CITY.**

The Geo. W. Child's Cigar is not advertised on the bill boards of Jersey City, N. J. One-sheet posters, mounted on rollers, in cigar stores and saloons, and one-half-sheet hangers in windows, are used exclusively. The cigar enjoys a tremendous sale in Jersey City. It is strange, indeed, that the Jersey City bill boards are not covered twelve months out of the year with the Geo. W. Child's Cigar paper.

## HOW TO BUILD BILLBOARDS.

BY SAM W. HOKE.

Something over a year ago I wrote an article on the above subject, which I thought at the time to be rather good, and which I was going to send to BILLBOARD. Just before sending it along, I received a copy of the *Toronto Bill Poster*, offering a prize for the best article on this subject. You all know what a fascination a lottery has for anyone—more especially a Southerner—and I fell; the article went to the Canadian, and took the prize. Still I am not happy. While the *Toronto Bill Poster* is—or was—a very good publication, its circulation in the United States was nil. (I didn't say "nit.") And ever since it appeared I have wished it had been put before the men in whose boards I am the most interested.

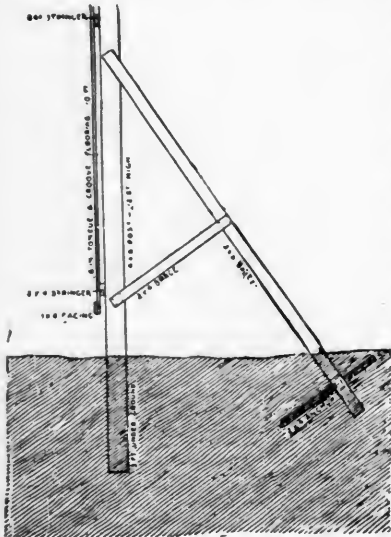
And, therefore, I have asked the editor of BILLBOARD to reproduce the article, which follows:

These suggestions are the result of years of observation and study, during which time I have critically inspected the billboards of many of the largest cities of America. I have noticed how the paper of my clients was washed off by the first rain from some billboards, while on others it would, under the same circumstances, last for weeks and months.

The best height is ten feet, built one foot above the ground.

The best length, all the space you can get. (No chance for an argument there.)

The best lumber, 10-foot 6-inch tongue-and-groove flooring, best quality, kiln-dried, free from knot holes. Build upright.



The best posts, 4x6 cedar, 12 feet high, sunk three feet in the ground.

The best capping, 2x4, with an inch groove, half inch deep, 2 inches overlapping the front of the board.

Bracing depends upon the kinds of winds you have to contend against; if apt to be fierce at times, use a 3x6 brace, 12 feet long, and running about 3 feet under ground, and anchored to a 3-foot 2x4 cross piece. An additional brace can be run from the center of this main brace to the upright, about 1½ feet above the ground. (See the plan that accompanies this.)

Set the posts not more than 8 feet apart, use two or three 2x4 stringers, and set the lumber perpendicularly. Build the board as carefully as you would a piece of furniture for your office or your home. Don't overlook defects with the reflection that the first paper will cover them up.

Put a 1x4 facing across the bottom of

the board, to protect it from being torn apart; and caps on the sides or ends cost little and add much to the appearance of the board.

Now for some reasons:

Why 10 feet high? Because probably one-fourth the posters you handle will run nearer 10 feet in height than 9½ feet, and you should be prepared for the biggest regular sizes.

Why 6-inch lumber, rather than 8 or 10 or 12-inch? Because narrow lumber will not shrink out of socket and leave cracks, as wider lumber invariably will do. A crack in your lumber means a crack in your paper.

Why elevate a foot above the ground? Because otherwise the rain will wash dirt upon the bottom sheets, unless they become covered with weeds, which is worse.

Why build upright instead of horizontally? Because when the owner wants his lot for other purposes, you can take a saw and cut the stringers every four feet, and remove your board in sections and rebuild it elsewhere without a crack or flaw.

Another reason: If cracks should develop and thereby produce cracks in the poster itself, the rain will simply run down the crack to the ground, instead of undermining a large portion of the poster and finally bringing it all to the ground.

Another reason: If built horizontally the rain from behind gets into the joints and causes a great deal of shrinking and swelling and frequently a bellying of the boards, which does not happen if built perpendicularly, because the rain does not stay in the cracks, but runs to the ground.

The first cost will run possibly ten per cent more than the first cost of the rough, ungainly boards that are seen so much throughout the country. But boards built in this manner will last for years, and are really much the cheapest in the long run.

That is why the article read in December, '96. I do not claim any priority of discovery; the method, or some portions of it, is in use in several cities.

Mr. C. C. Ames, of the Old Colony Bill Posting Co., Providence, R. I., was in my office the other day, and he tells me he has been using this plan for several years, and that nothing could induce him to change to the old plan. He tells me that he had some difficulty at first in getting lumber ten feet long, twelve and sixteen feet being the kind the lumber dealers had to sell him. He finally induced one of the dealers to get the ten-foot lengths, and has had no further trouble.

Mr. Ames says that there is another advantage I did not mention. When putting up new paper it is easy to take an old shoe knife and rip down beside live paper, and strip the board, without any danger of pulling off any of the live paper. Nearly all bill posters would strip the boards more frequently if it were not for the danger to live paper on the same board.

## DENVER.

After all the blow and bluster about cutting down the billboards, the authorities have wisely concluded to do nothing and the newspapers are glad to let the matter drop.

A pretty little baby girl, but a few hours old, was left on the doorstep of the Florence Crittenton home Feb. 17. She was snugly wrapped in plenty of blankets and placed in a basket. The only note with the package was this: "Please notify us if more than one is left at your residence. Curran Distributing Company." The visitor was taken in, made comfortable and unless she objects too much will go through life as Mary Stone.

## IN GERMANY.

## Hartl &amp; Pierling, City Bill Posters of Munich, Have a Valuable Concession.

There is a lesson to be learned by our American bill posters from their German cousins. It is found in the illustration below. No cities in the world are more exacting in the matter of appearances than the German. Munich in particular is painfully so.



Yet Hartl & Pierling have billboards on every corner of that city. They have solved the problem of getting down town—getting into the congested centers without going to roofs and gables. They have hundreds and hundreds of the above columns on all the principal thoroughfares of Munich. Every gaslight is surrounded by one. Sometimes they harbor a patrol box, at other places a fire alarm box, but in many instances their erection is sanctioned by the city merely for designating the intersecting streets.

They are beautiful though, and advertisers fight for space on them at 3 cents per half sheet PER DAY. There are prices for you. Perhaps if some effort were made in America to render billboards more pleasing to the eye it would be less difficult to obtain sites and less trouble with aesthetic cranks.

## BOX CAR BILLBOARDS.

## A Big Company Formed to Push Posters On a New Plan.

Is Backed by Big Men—Rockfellers Said to Be Interested—Contract Already Closed With the Santa Fe R. R.

A company with all kinds of capital behind it has been formed for the purpose of displaying all kinds of advertisements on the freight cars of all the railroads in the country.

So far but one railroad has accepted the new scheme for increasing its revenue, and at the same time educating the folk along its right of way. That road is the Atchison, Topeka and Santa Fe. It has entered into a conditional contract, whereby on its 8,000 box cars will be displayed posters advertising all manner of commodities.

The idea itself is not new. It is taken from the brewers and packing houses, who recognized the value of the medium long since.

Away back in 1888 R. J. Gunning attempted to secure privileges from the rail road companies for painted bulletins, but at that time no road would entertain the idea.

The new company seems to be having better luck.

"Yes, it's true, we will try the experiment of carrying signs on our box cars," said a representative of the Santa Fe system yesterday. "We decided to do it, after considering the question for several weeks. We regard it as a legitimate method of increasing the revenue of the road. Of course, we will not permit any improper advertisements. We will not be asked to do so, for the men who form the advertising company are all of good standing, morally as well as financially. I cannot say how soon we will begin carrying signs on the cars, but it probably will be in a few weeks. If after a fair trial the scheme is unsatisfactory to us we will discontinue it."

Whether other railroads will take kindly to the idea remains to be seen. "This road will never carry advertisements of patent medicines, baking powders, and infants' food on its box cars," declared an official of another big Western railroad system yesterday. "A box car isn't a thing of beauty under present circumstances, but I don't think as an animated billboard it would look any better. The idea is all right for those who like it, but we don't. We'll try to make our cars profitable in the way for which they were designed."

The man who made the contract with the Santa Fe is W. C. Ford. He is an Eastern man, and is traveling about the country working up the idea. One of the Rockfellers is said to be back of the company, and to have deposited a certified check in a New York bank as a guarantee that the new concern means business.

Chauncey H. Crosbie, of Chicago, vice president and general manager of the United States Express Company, who is said to be one of the interested parties, is in New York, and no statement of his relations to the concern could be obtained.

The career of the new company will be watched with interest by bill posters generally.

## SAVANNAH.

The advent of Bernard & Anderson has stirred this burg up. Dave Weiss, Mat. Royal and F. M. Hamilton have shaken off their lethargy and gotten down to work. Bernard & Anderson, the new firm, have made wonderful progress in the short time they have been at work. Joe Campos, the original bill poster of Savannah, writes us that the new firm has all the best of the situation at the present time.

Amherst, Mass., is a town of 5,000 or 6,000 population. Mr. Averill, the manager of the opera house, who has done some commercial bill posting, says that he doesn't care to bother with any more commercial work. This is a good manufacturing town, with good surroundings, and might be a good opening for a young man who could also do sign painting or paper hanging, or something else to fill in.

**Why Distributors Cannot Honestly Distribute Circulars.**

In the first place, inexperienced people are hired—boys or anybody who will work cheap. They are entrusted with valuable circulars and pamphlets that cost a great deal of money. These inexperienced people are sent out without a foreman or other responsible party to watch, check up, or see that the distributing is done in a proper and conscientious manner.

Another reason is, that some firms try to beat down the price of distributing and really offer a price less than what the work can be done for honestly. The advertisers do not figure how well or honestly a front-door, house-to-house distribution can be made, but how cheap he can get it for, and therefore actually hold out inducements to have their distributing matter thrown away, burnt up, put in sewers, and in fact, sometimes not put out at all.

Distributing is not a haphazard thing. Instead of that, it is a systematized business. A great many who do not do distributing cannot understand it. Advertisers who start in to advertise by distributing, sometimes think their advertising matter is thrown in sewers, burnt up, and eight or ten circulars or pamphlets are put in houses or places where only one should be placed. But old advertising firms who have been distributing, and have it done by legitimate distributors, who make a specialty of that business, know better. No matter how small or large the order you can always rely upon the experienced distributor to put out your advertising matter honestly where you pay the distributor a fair price for his work. Very often firms offer the distributor \$1, \$1.25, and sometimes go as high as \$1.50 per thousand to have a good front-door, house-to-house distribution made. Now in some cities distributing can be done for \$1.50 per thousand, but there is a very small margin in it. The price for distributing should be never under \$2 per thousand, and from that up, according to the population of the town. If advertisers would not try to beat down the price of good, honest work, they would get good, honest distributing and good returns from the advertising matter put out. It stands to reason that no one will work for nothing. A great many advertisers can lay it to themselves for not having their matter properly distributed when they do not allow a satisfactory price for same.

Distributing, like other lines of business, has made great progress, and in a great many cities is strictly up to date.

In regard to getting returns, more care should be taken in the printing and wording of the pamphlets or circulars that are to be distributed. No matter how well a circular or pamphlet may be printed, if it be improperly worded, it cannot bring good returns. Among the progressive advertisers of this country, a great deal of time and money are put into the wording and printing of their pamphlets, and I boldly say to the advertisers who do distributing as a method of bringing their goods before the public, there is no better medium considering the price. It is an individual solicitor. A mail carrier can do no more. The mail carrier hands the mail to the house or puts it in the letter box, and the distributor can do the same thing, and the cost is about seventy-five per cent less than by mail service. Our firm has recently received letters from advertisers who want to distribute this section of the country, and offer \$1.25 and \$1.50 per thousand for distributing. All these prices have been turned down. It is impossible

to do work at those figures, as the net cost to us in Denver alone for distributing is \$1.50 to \$1.60 per thousand to properly distribute any advertising matter whatever. All we ask of any one of our men to distribute is an average of from 600 to 800 per day. There are firms in this country who understand distributing thoroughly, and have built up enormous business and made large fortunes mainly through distributing, and they seldom ask the distributor to put out advertising matter for less than what they themselves know it can honestly be done for. Take such firms as the Dr. Miles Medical Co., of Elkhart, Ind.; Wells, Richardson Co., of Burlington, Vt.; C. I. Hood & Co., of Lowell, Mass.; Dr. Chase Co., of Philadelphia, and a great many others whom I could mention. They are always willing to pay a fair and just price, and do not want any advertising distributed at \$1 or \$1.25 per thousand, because they know it cannot be done honestly for that price. The success which some of the shrewdest advertisers have attained is through distributing, and I sincerely hope that the time is not far distant when advertisers who want distributing done will not send out letters for cheap prices in a haphazard manner to parties who are not experienced, when they know that there is a legitimate distributor in that town or city. There is now an Association thoroughly established called the International Association of Distributors, which really vouches for its members. If advertising matter entrusted to any of their members is not honestly and properly distributed the advertiser has ample recourse, that is, he can fall back upon the association. If it is proven that the distributor threw away the advertising matter or improperly distributed it, the advertiser will receive back the amount of money he paid the distributor. The Miles Co. made complaint to the secretary of the association, the secretary immediately made the assessment on the members and forwarded the amount, which was a just claim, to the Dr. Miles Medical Co., and the latter seeing that the association at large was good at heart and meant to do their work right, endorsed said draft and returned it to the secretary. Therefore it behooves all advertisers to patronize a legitimate distributor just as they would like to have the public or the consumer patronize them by buying their goods so advertised. JAS. A. CURRAN.

**CHICAGO, JULY 19--22,**

**The Next Convention of the International Association of Distributors.**

The Executive Committee of the International Association of Distributors has set the dates of the next annual convention for Tuesday, Wednesday, Thursday and Friday, July 19, 20, 21 and 22, and chosen Chicago as the place of meeting. The vote was as follows, viz.:

- Geo. W. Vansyckle—Columbus, O.
- W. E. Patton—Chicago, Ill.
- F. M. Groves—Chicago, Ill.
- Thos. Kain—Chicago, Ill.
- J. F. Hudson—Cleveland, O.
- R. S. Douglas—Buffalo, N. Y.
- W. H. Case—Chicago, Ill.
- President Reid—Cincinnati, O.
- W. H. Steinbrenner—Chicago, Ill.

Now let everybody pull off their coats and go to work to make it a rouser.

**THE FEISTER PRINTING CO'S**

**List of Registered Distributors.**

The Feister Printing Co., of Philadelphia, Pa., large edition printers, have at the expenditure of considerable time and money compiled a list of reliable distributors throughout the United States, and have published same in the form of a hundred page volume, size 5x7.

The list contains the names and addresses in about 830 towns (all over 5,000) in 482 counties of 48 states and territories. It is alphabetically indexed and arranged by towns, starting with Anniston, Ala., and winding up with Laramie, Wyoming.

- It gives the name of the town.
- It gives the population of the town.
- It gives the name of the county.
- It gives the population of the county.
- It gives the name and address of the distributor.
- It gives the names of the railroads.
- It gives the number of houses in the town.

It is a perfect mine of valuable information for advertisers and distributors alike.

The price of the book to distributors is \$1.50, but advertisers who contemplate distributing receive it free of charge. Address The Feister Printing Co., 693-695 Chestnut street, Philadelphia, Pa.

A correspondent writes as follows:

"Some few members of the I. A. of D; are exercised over a paragraph which appeared in a dirty Chicago publication advocating the establishment of a rival association of distributors. This sheet has little circulation and no influence. It has persistently sought to secure the advertising of the I. A. of D. Secretary Steinbrenner has been cajoled, implored and threatened, but to no effect. He refused to spend the association's money where it would not bring any returns."

This is only an attempt to get even—nothing more. There is no room for a rival association. All of the real distributors in the country are members of the I. A. of D. If another association was formed it would consist mainly of scabs and outcasts.

The following letter written by the big Allen B. Wrisley Co., of Chicago, to Geo. W. Vansyckle, of Indianapolis, is a handsome testimonial to the uniformly excellent services provided by the members of International Association of Distributors. It was unsolicited—entirely voluntary:

Chicago, Ill., Jan. 28, 1895.  
Geo. W. Vansyckle, Indianapolis, Ind.:

Dear Sir—We have just sent advertising matter to Geo. Castner, of Syracuse, N. Y., and John Napier, of Utica, N. Y., for distribution. We understand that both of these gentlemen are members of good standing in the International Association of Distributors. We find that so far the result of our work has been indeed excellent, and that the demand created has been far in excess of our ability to supply, and for this reason we are compelled to advance rather slowly, but are making all the haste possible in the matter. Yours truly,

ALLEN B. WRISLEY CO.

Jas. A. Curran, of Denver, Colo., an enthusiastic member of the I. A. of D., has an able article, touching upon prices in this issue, which is well worth the earnest, serious and careful consideration of advertisers and distributors alike.

The Lydia Pinkham Co., of Lynn, Mass., pay distributors \$2.00 per 1,000 on all of their work. They never try to cut rates, and they look askance on all offers

to do the work for a lower figure. They know other large advertisers pay less in various cities, but that does not influence them. They continue to pay \$2.00, and it is worthy of note that they continue to get the very best service to be had. It pays them to pay \$2.00, and it would pay others also.

W. C. Tirrill, of Lima, O., is being bombarded with inquiries from all over the country for the cost of uniforms, details, etc. It has been suggested that the I. A. of D. adopt Tirrill's uniform as the official or rather regulation uniform of the association.

**A UNIQUE PRICE LIST.**

Robert Luther, of Whitehall, Ill., sends us the following original and odd schedule of prices. It is printed on good paper, and evidently intended as an enclosure for insertion in letters of solicitation:

DISTRIBUTING.	
	Per 100
To lady of the house.....	40c
House-to-house—	
Putting inside.....	30c
Under door.....	25c
On porch.....	20c
House-to-house and handing out.....	15c
Handing out on street.....	10c
Putting in sewer or furnace...Don't want the job	
POSTING.	
	Per 100
Full sheet, 3c per sheet.....	\$2 50
Three-quarter sheet, 2½c per sheet.....	2 00
One-half sheet, 1½c per sheet.....	1 25
One-quarter sheet, 1c per sheet.....	90
One-eighth sheet, ½c per sheet.....	50

**TACKING SIGNS.**

One cent per square foot or fraction. Specify the kind and number you wish, and I will give you prices. Guarantee not to cover or remove for time specified in contract.

Owen, of Detroit, has been reinstated by the Executive Committee of the I. A. of D. The charges filed against him, upon investigation, were not wholly sustained. He came in for a reprimand only.

Secretary Steinbrenner is badly overworked. His own growing business overtakes him during the day, and the affairs of the association occupy the best part of his nights.

**PIRATES.**

Distributors in general, and especially those new at the business, are warned against the following alleged associations.

Most of them are bare-faced swindles—none of them possess either influence or value. Pay no attention to their advertisements or green goods circulars, and you will be money in pocket:

- American Co-operative Advertising Co., 447 Sixth ave., New York.
- American Advertising and Supply Co., 26 Church street, New York.
- The Globe Advertising and Distributing Bureau, New York.
- American Distributing Bureau, New York.
- United States Distributing Bureau, Boylston Building, Chicago.
- United Manufacturers' and Publishers' Advertising Co., 95 Remsen street, Cohoes, N. Y.
- The United States Mutual Advertisers' Association, 112 Dearborn street, Chicago, Ill.
- The American Advertisers' Association, P. O. Drawer 2863, Philadelphia, Pa.
- The Standard Advertising Association, 129 Marietta street, Atlanta, Ga.
- Circular Advertising Association, Kansas City, Missouri.
- Agents' Herald Corps, Girard and Frankford aves., Philadelphia, Pa.
- Union Distributing Co., 94-96 Fifth ave., Chicago, Ill.
- G. R. Harrison, (A. 6), Baltimore, Md.
- National Distributors' Association, Philadelphia, Pa.

George M. Leonard, of Grand Rapids; L. H. Ramsey, of Lexington; George W. Vansyckle, of Indianapolis, and George W. Riley, of Hamilton, O., all members of the I. A. of D., were BILLBOARD callers during February.

Any distributor can earn a year's subscription and our thanks simultaneously who will send us a list of the names and addresses of the sign painters of his town or city.

### A KNOCKER KNOCKED.

Geo. W. Riley, of Hamilton, O., represents the I. A. of D. at that point, and recently distributed the Dr. Burkhart samples. One Philips, a rival distributor in the same city, wrote Dr. Burkhart that the matter had been shamefully wasted. He made the most damaging and extravagant allegations, all, of course, with a view of knocking Riley. His letter was promptly referred to Secretary Steinbrenner, who took the first train for Hamilton in order to investigate. He called on Riley, and in company they confronted Philips. Asked to repeat his charges, he commenced to qualify them and weli. When Secretary Steinbrenner asked him to accompany them and point out the exact localities where he had seen the matter wasted he refused. Finally, when hard pressed to name the districts, he did so.

Mr. Steinbrenner immediately inspected them. On one street where Philips had said the distributing was particularly bad Mr. Steinbrenner called at thirty houses. Every house of the thirty had received a sample except one, and remembered the circumstances attending its delivery.

Other parts of the city turned out equally good, and Mr. Steinbrenner soon found that there was no foundation for the charges and that the work left little if anything to be desired.

He returned to Cincinnati and so reported to Dr. Burkhart, and the doctor expressed himself as entirely satisfied that the charges were groundless and inspired by envy and malice.

Riley is vindicated, the I. A. of D. is vindicated, and the knocker is knocked.

The Dunkley Celery Co., of Kalamazoo, Mich., are distributing about the warmest folder that ever came down the pike. It advertises "Dunkley's Kalamazoo Celery Tonic," which is guaranteed to cure nervous exhaustion, impotency, etc. We will wager the remedy is a most remarkable preparation. We have not tried it. We have only read the folder, and it alone would throw a corpse into a profuse perspiration.

The Business Building Department of the Gunning Company are issuing a series of booklets which are distributed in the towns where they have sign displays to be placed. This is supplementary to the work of painting, and is of great assistance to the merchants, telling, as they do, of the intentions of the advertiser. This is followed up by a force of men, who circulate among the dealers and talk up the product that they are advertising. The combination forms a sort of "paving of the way" for the advertiser to follow up with his own men.

### ANSWERS TO CORRESPONDENTS.

F. C. C.—Mr. Will A. Molton is a first class distributor who stands well in the estimation of advertisers and is highly thought of in Cleveland, his home. His paper is a bright little monthly, and well worth the price he asks for it. You will find it valuable in several ways. His association we do not approve of. There is only one organization of this character that is worthy of your consideration, and that is the International Association of Distributors. If you will look up the list of members you will find that Mr. Molton is a member himself, which is probably all that need be said in the premises.

R. L. Shamokin—The International Association of Distributors does not guarantee to obtain work for its members. All the so called associations that hold out inducements of this kind are common swindles. You will find it a long, hard, uphill fight to establish a paying distributing service. There is only one way. Advertise, solicit and do honest, faithful work. It is slow, but if you persevere you will eventually succeed. The Co-operative Association is an adroit swindling scheme. You are out just \$4, which is cheap enough if you profit by the experience.

R. L. St. Louis—Do not send that printed circular to advertisers. It stamps you as a sucker. If you have any more on hand burn them. The people you mention are common swindlers, and have swindled you. No. The I. A. of D. already has a member in St. Louis. Write to W. H. Steinbrenner, 519 Main street, Cincinnati, O.

R. I. C.—Joseph Reid, care of the Midland Adv. Co., Kansas City, Mo.

J. H. J.—Chicago, Ill., July 19-22.

A company is being formed with 120,000 pounds capital to acquire, work and develop the valuable and extensive lithographic stone quarry of Clotazos at Salsadella, in the Province of Castellon de las Plano, Spain, and the concession of the Consuelo mine on the same property. The quarry is acquired as a going concern, and the purchase includes all the buildings and water reservoirs, good will, machinery, apparatus, stock of prepared stones, implements and things now in use at the quarry, or belonging thereto, the right of using the municipal common lands for the purposes of the quarry, the use of municipal water, together with a mill with its water dam and canal, and with land for additional accommodation and the option of purchasing three other supposed lithographic stone deposits in the surrounding districts. Sir W. John Tyler, C. I. E., 2, Powis Square, Bayswater, W., is the chairman of the directors, who include Dr. Antonio Ma Regidor Jurado, 23, Billiter street, London, E. C., legal adviser and secretary general of the Chamber of Commerce of Spain in London, and John Wood, Esq., Whitfield House, Glossop, Derbyshire. The secretary is E. Channing, Esq., 2, Fenchurch Buildings, London, E. C.

### NEW YORK CITY.

Thomas A. Sheehan, of Bill Posters' Union No. 1, has been appointed a member of the committee chosen by Central Labor Union to investigate the factional differences of the Liberty Dawn Association. Charles A. Reid resigned from the committee.

At Harry Munson's bill posting establishment, when asked by a *National Advertiser* reporter if he would be willing to have a board of censorship pass on all outdoor advertising, Mr. Lowden, Munson's representative, replied in the affirmative. He further said, as the law stands at present, no objectionable advertising could be posted, and as far as Mr. Munson is concerned, there were certain classes of advertising that he would not handle at any price. He had no way of tracing results from outdoor advertising, but as he was renewing contracts every day the advertising must be profitable to the advertisers.

Billboard advertising, in the opinion of Harry Munson, was no more objectionable, nor could exception be taken to it, any more than the signs of business houses.—*National Advertiser*.

Assemblyman Adler has introduced a bill in the New York Legislature which would affect seriously the business of bill posting in New York City. It provides that all tight board fences fronting any lot shall be removed by August 1, and that no such fences shall be erected hereafter. Wooden fences must be of pickets or otherwise open, and must not be used for advertising purposes. All advertising fence or signs must stand back at least twenty feet on the lot. The penalty is \$200 fine or thirty days imprisonment, or both.

On motion of the delegate of the Bill Posters' Union the Central Labor Union passed resolutions February 1 protesting against the passage of the anti-poster bill of Assemblyman Adler. It was claimed that by prohibiting the posting of placards and advertisements 1,000 bill posters, stereotypers, sign painters and others would be driven out of work. When Mr. Adler was a candidate for election his portraits were prominently displayed about his district, the bill posters declare.

Sam W. Hoke continues busy.



### A WHALE.

#### The Largest Sign in America.

We have discovered the largest sign in all of North America, if indeed it is not the world's greatest. Some few weeks ago Arthur M. Plato, of Philadelphia, sent us a photograph of a sign recently executed by a former foreman of his, Mr. Wm. Reagan, stating that the latter had expressed his belief that it was the largest sign in America.

We immediately took the matter up, and we find that in all probability Mr. Reagan is correct in his surmise. As far as we are able to ascertain, the sign is the largest in the country. We reproduce the photograph (a very poor one) on this page, and quote Mr. Reagan as follows, viz.:

"Colorado Beach is one of the numerous beaches that form the border of the Great Salt Lake; it is situated between Garfield and Saltair Beaches, and is eighteen miles on the Oregon Short Line Railroad from Salt Lake City.

"The sign is about 800 feet above the wagon road. (I took photo from same). The rock on which the word 'Colorado' is painted measures 240 feet long by 200 feet high. The other rock is about 350 feet long by 200 feet high at its highest point, tapering to a level with the hill, which is 1,600 feet high.

"The actual height of each letter is 50 feet, and they are 20 feet wide. The reason of this ill proportion is on account of the backward slope of the rocks.

"The cross bars of each letter are 10 feet thick. There is 15 feet of black above and below each line, making a total height of 80 feet by 375 feet long.

"We consumed 50 pounds of lamp black mixed with 40 gallons of coal oil and 30 gallons of boiled oil. For white we used 9 bushels of lime and 700 gallons of water taken from the Salt Lake, and the salt glistened on the rocks after it had dried. Spray pumps were used to put on both colors. I had five men carrying color to us, about six trips a day, carrying from 3 to 4 gallons of color each trip.

"As we had no falls that were 200 feet long, we opened a 60 foot to its full length, then we tied an 80 foot fall to the end of it, and used it to go up and down on.

"I had one helper, and he and I were 8½ days in doing it.

"The sign can be read from Saltair Beach, 3½ miles away, for which purpose it was made.

"These figures are correct. I sent Mr. Plato some, but they were guess work.

The reason I know these are correct is that we had to bring suit to collect the money, and the letters were measured in order of the court."

If any of our readers know of a larger sign than this one we would be glad to hear of it, and so also, no doubt, would Mr. Reagan, whose address is 438 S. First street, Salt Lake City.

## WHAT!

Sherer, Scott and Breslauer  
have Combined?

Yep, We Guess It's Right.

Just as we go to press with this, the last form (February 26, 5:30 p. m.), a rumor reaches us that Sherer & Breslauer, of Minneapolis, and L. N. Scott, of St. Paul, have amalgamated.

We are unable to confirm the rumor, but it comes from a source which we esteem reliable in every respect, and if the firms have not actually amalgamated we have every reason to believe that they have at least formed a close alliance.

Sherer is secretary of the International Bill Posting Association and Breslauer and Scott are both members of the A. B. P.

This does away with the hottest opposition fight that has happened in the Northwest in many years.

The "open" association, it would seem, is in sight.

### CHICAGO.

The Gunning Company have secured a line of bulletin boards along the Illinois Central from Twenty-second street, Chicago, to Harvey, Ills. They are preparing a booklet showing the advantages of this line used in connection with their regular interior bulletin system, which will be mailed to any one desiring information as to the best means of covering this section of the city.

The Executive Committee of the International Bill Posting Association met here February 10, and elected Geo. Sherer, of Minneapolis, secretary, to succeed C. E. Rinney, of Waukegan, who resigned.

The Vi-Tal Chemical Company are introducing their new tonic, Vi-Tal, in the Chicago market. The advertising appropriation is placed by the R. J. Gunning Company. So far only preliminary work has been done, but the demand is far greater than could be expected from a new proprietary medicine in the first months of its sale. The work was started in a unique and novel way on the painted bulletin boards in Chicago, in the form of a portion of the word being painted, and the public invited to guess the name of the word. Thousands of letters were received in reply to this plan. The first hundred correct guesses were given a free package. This was followed up by other queries on the board, and to-day the ideal tonic, "Vi-Tal," blood purifier, digester and appetizer, small signs are seen prominently in all the principal drug and department stores.

The Executive Committee of the A. B. P. wound up a protracted meeting here February 12 by dining in a club. The dinner took place in Moy Um's Clark street restaurant, and was a novel, as well as a most enjoyable affair. The Chronicle next morning gave it almost a column.

Mr. R. J. Gunning, of the "Gunning System," has returned from an extended trip through the East, and reports most satisfactory results for his company in the way of renewal of contracts and the securing of several new contracts. He will make a trip to the southern office the middle of this month to look after the closing up of some large contracts in the southern States.

The Chicago Bill Posting Company have their boards filled to the utmost limit of their capacity. Mr. Schaefer tells me he intends to largely increase his holdings in the near future.

Mr. W. F. Search, in charge of the Gunning System at Omaha, spent several days at the executive offices in Chicago, explaining the advantages of his end of this great system, particularly with reference to the use of a display during the duration of the exposition.

Sam W. Hoke's one sheet and three posters of the Geo. W. Child's Cigar are on the elevated railroad boards.

### VINCENNES, IND.

Frank Boyer has sold his interest in Vincennes Bill Posting Company to El Sparrow. Hob Thon has engaged with M. S., and the two now form the new company.



**SIGN PAINTERS AND SIGN MANUFACTURERS**  
 DEPARTMENT CONDUCTED BY  
**R. H. FORGRAVE.**

For large signs on rough and uneven surfaces such as dead walls, rocks and cliffs, a very cheap yellow coating may be made by stirring a solution of green vitriol into lime milk. The paste, which is at first greenish from the separating protoxide of iron, becomes yellow by oxidation in the air after it is applied and dry. The more green vitriol is added to the lime milk the darker, of course, the color. This paint is said to adhere very firmly to any surface, and can not be washed off. Besides, it has a brighter appearance than one mixed with lime and ochre, and is cheaper than the latter. It makes an admirable background for large letters in black or purple.

**Zinc Signs.**

To prepare the zinc: Dissolve in 64 parts of water 1 part each of chloride of copper, nitrate of copper and sal ammoniac; then add 1 part of commercial hydrochloric acid. Brush the zinc over with this mixture, which gives a deep black. Leave it to dry for twenty-four hours, when any oil or color will firmly adhere to it, and withstand both heat and weather.

**Window Signs.**

Have you ever had trouble in getting the gold on the glass uniformly? Does it ever come up dull and dead? If so, a few hints may prove profitable. The greatest precaution is necessary to have the glass absolutely clean on the side the gold is to be applied. This is accomplished by slowly boiling the water to be used for cleansing, which is applied by means of a fine linen rag, when some has cooled down. As a further precaution, prior to using the water, straining is frequently resorted to. In laying on the size, in the first place a flat camel hair tool should be used. The size should be caused to flow on, and drained subsequently, when the gold be applied. The completing operation consists in gently rubbing or polishing the gold with a ball of the finest cotton wool when thoroughly dry. If desired, another coating of gold may then be applied, the ground being then ready for writing.

Precision and exactness are good virtues in mixing paints in the paint shop, in both weight and quantity. It saves a great deal of trouble, and lots of uncertainty from one day to another.

To keep putty from swelling, mix equal parts of dry white lead and whiting with one half rubbing varnish, and one half coach japan; then add to this one fifth of the weight of the whole amount, good lead ground in oil. This to be well beaten. If it get too stiff, add more lead; keep in water and use in small particles, so that it doesn't dry in handling.

**To Mix Colors.**

Hardly a day passes, but what we are disappointed by some one of our subscribers for directions for mixing some particular color or shade. No rigid formula may be given, owing to the different makes of colors, but we submit the following as the nearest approach to a list of recipes that it is possible to make.

"What do you mix your colors with?" was asked of the great artist, Josua Reynolds.

"With brains," he tersely replied. And so in the following formulae, the reader will have to use his own discretion

largely in the matter of proportions:

- Amber: Yellow lake tinged with white.
- (2) Carmine tinged with yellow.
- Ashes of Roses: Pink tinged with black.
- Bismarek Brown: Burnt umber, Dutch pink, lake. (2) Burnt Sienna, yellow and lake tinged with burnt umber.
- Bismarek Color: 1 oz. best bronze, 1/2 oz. carmine or less of crimson lake; tinged with vermilion for a light color.
- Brick Red: Red tinted with white and yellow ochre.
- Brown: Black, burnt sienna. (2) Vandyke brown, burnt sienna. (3) Burnt umber, black; richer tone, add a little lake. Lighter browns require yellow to heighten. These can't be mixed with black. (4) Red, black, blue; or odd brown, burnt sienna, Prussian blue; odd black, Vandyke brown instead of burnt sienna.
- Buff, deep: White, yellow ochre, red, light, white, yellow ochre.
- Burgandy: Asphaltum with any bright lake.
- Carnation: Lake tinged with white.
- Canary: White, lemon yellow.
- Chestnut: Red, black, tinged with yellow.
- Chocolate: Burnt umber tinged with lake. (2) Indian red, black, tinged with yellow.
- Citron: Orange green. (2) 2 yellow, 1 red, 1 blue.
- Claret: English purple lake tinged with carmine. (2) Carmine, blue; ground color, 2 blue, 2 black, 1 Indian red.
- Clay Drab: White lead; raw umber, raw sienna; to subdue glare, tinge with blue, green or black.
- Copper: Red, yellow, black.
- Cream: White, yellow, tinged with red and raw umber.
- Dove: 4 white, 2 vermilion, 1 blue, 1 chrome yellow.
- Fawn: White, burnt sienna. (2) White, ochre, vermilion.
- Flesh: White tinged with equal parts

- of yellow and red. (2) White, raw sienna, red.
- French Gray: White, blue, vermilion. (2) White, black, red.
- Gold: White, yellow, red, raw umber, toned with blue or black. (2) White, yellow, burnt sienna. (3) Stone ochre, red. (4) White, yellow, green, burnt sienna. (5) White, yellow, toned with red and blue.
- Gray: White, tinted with black. (2) White, black, purple.
- Green: Blue, yellow. *Duck's Egg*—White, ultramarine, chrome green. *Invisible*—Lamp black and chrome green or chrome yellow. *Bottles*—Ground color, chrome green, lamp black; glaze, yellow lake or Prussian blue. More subdued color, glaze or wash with yellow lake tinged with royal green. *Bronze*—Permanent green, lamp black, chrome yellow, raw umber. *Tea*—White, milori green. *Quaker*—Chrome yellow, blue, tinted with vermilion and black. *Sage*—Blue red, black; or blue, burnt umber. *Tea*—Raw umber, Prussian blue, chrome yellow, with ochre tone predominating. *Willow*—Verdigris tinted with white.
- Lavendar: White, purple.
- Leather: 1 burnt umber, 2 burnt sienna, toned with white.
- Lemon: Lemon yellow tinted with white.
- Lilac: 3 white, 4 carmine, 1 blue.
- Lime Stone: 4 white, 3 yellow ochre, 1 black and red.
- London Smoke: Burnt umber, yellow, white, red. (2) Vandyke brown, burnt sienna, yellow.
- Maroon: 3 carmine, 2 yellow, burnt umber. (2) Carmine or crimson lake, burnt umber. (3) Burnt sienna, Vandyke brown, lake.
- Normal Gray: White, black, purple.
- Oak: 8 white, 1 yellow ochre, tinted with raw umber.
- Old Gold: Add orange chrome to yellow ochre.

- Olive: Green and purple or blue, 1 red 1 yellow. (2) 8 yellow, 2 blue 1 black, tinted with vermilion. (3) Green and umber or green and yellow. (4) Umber, yellow, black. *Brown*—1 lemon yellow, 3 burnt umber. *Drab*—Silver white, Dutch pink, lemon chrome.
- Orange: Red, yellow or white, Dutch pint, lake.
- Peach Blossom: White and orpiment or king's yellow.
- Pearl—White, vermilion, blue toned with black.
- Pearl Gray—White, blue, black.
- Pink—White, crimson lake or carmine.
- Plum—Carmine, black; or 2 white, 2 blue, 1 red.
- Portland Stone—2 raw umber, 2 yellow ochre, white.
- Primrose Yellow—Add a little white to lemon yellow or king's yellow (orpiment).
- Purple—Red, blue; or 3 white, 4 carmine, 2 blue.
- Rose—3 white, 1 carmine.
- Russet—Orange, purple; or 2 red, 1 blue, 1 yellow.
- Salmou—5 white, 1 yellow, 1 vermilion.
- Sand Stone—6 white, 3 yellow ochre, 1 black, red.
- Silver—White, indigo black.
- Sky Blue—White, blue tinted with black.
- Slate—Black, blue, white toned with red.
- Snuff—2 yellow ochre, 1 Vandyke brown. (2) Yellow, sienna, red.
- Steel Gray—8 white, 1 blue, 1 black.
- Stone—White, yellow, burnt umber. (2) Raw sienna, burnt umber, white.
- Straw—White, chrome yellow, burnt umber. (2) White, yellow ochre, vermilion, raw umber. (3) 5 yellow, 2 white, 1 red.
- Tan—5 burnt sienna, 2 yellow, 1 raw umber. (2) White, burnt umber, yellow, saarlet lake. (3) Orange chrome, Tuscan red.
- Turkey Red—Vermilion, black.
- Umber—White, yellow, red, black.
- Violet—6 carmine, 3 white, 2 blue. (2) Carmine and blue tinted with black.
- Wine—Purple lake tinted with blue.



A STREET FAIR.

# THE BILLBOARD.

PUBLISHED MONTHLY AT

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

Address all communications

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

Subscription, \$1.00-Per Year, In Advance.

## ADVERTISING RATES:

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

Billboard Advertising is sold in London at 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 the American News Co. and its branches.

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

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

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

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

MARCH, 1898.

DURING the month just passed we were approached by several prominent members of the A. B. P., who suggested that we accept the appointment of official organ of that association. "The Bill Poster is doomed," said one, "and Stahlbrodt's paper is not to be considered for a moment. THE BILLBOARD is the original bill posters' paper, and the A. B. P. is the original bill posters' association. I would like to see you get together." We declined to allow the matter to be agitated, as we also declined a similar appointment offered by the newly resuscitated I. B. P. A. THE BILLBOARD will not be the official organ of any bill posters' association. It will represent no faction, serve no boss, minister to no clique, nor toady to any select little coterie of officials. On the contrary, it will always battle earnestly for the rank and file of the craft, advocating ever those measures which promise the greatest good for the greatest number, and striving always for better methods, better associations, better prices and better conditions.

THE BILLBOARD is the organ of the bill posters of America, recognized by members of all associations and craftsmen who are unattached as well. No bill poster is too humble or unimportant for us to protect, and none so high in station as to escape deserved censure and criticism at our hands. THE BILLBOARD is the friend and champion of the craft at large, and holds first place in their esteem and regard. It is not an official organ, and it never will be; but, nevertheless, it is, as we said before, the acknowledged and recognized organ of the bill posters of America. We are proud of the title. It was not created by a parcel of officers clothed in a little brief and ill-fitting authority. On the contrary, it is the reward of years of fealty and devotion to the cause of our constituents. It is a title that can not be revoked by a few newly elected hot-heads or upstarts. It is ours as long as we continue to merit and deserve the confidence of our many friends, and that will be always.

ADVERTISERS and publishers, too, are very apt to delude themselves about the influence of the press. It is, to a very great extent, a fiction that the newspapers have any considerable influence, in a real and fundamental sense. The truth is, such influence as does exist is limited. This fact is proved by events continually. Newspaper campaigns and projects are generally brought to naught by the indifference and hostility of the public. Elections are scarcely influenced at all by the newspapers, and editorial advice is disregarded utterly and contemptuously.

Why? Because they are hastily compiled; because their advice and admonitions are not, and never can be, carefully weighed and considered; because they are cheap, often cheaper than the white paper on which they are printed.

Years ago the press did possess influence. In those days it was enough to declare that a fact had been seen in print to silence all argument and dispute. Something of this old-time faith still clings to the modern advertiser—poor, patient ass—and impels him to go on trying to buy that which no longer exists—the influence of the press.

THE knocker, like the poor, we have always with us. He is an unclean beast, at best—a bird that fouls his own nest. Probably no branch of business has suffered from his methods to the extent that distributing has. This is one of the matters which sooner or later must engage the attention of the International Association of Distributors. All the disparaging allusions of the newspapers, all the falsehoods and misrepresentations of solicitors, are as nothing compared with the flood of knocking letters received from distributors themselves. Nothing on earth will shake the confidence of a new advertiser in the efficacy of house-to-house distributing as will hard, persistent rapping from rival distributors. Members of the I. A. of D. ought to take the initiative in reforming the practice, and start in by desisting themselves. All poor work should be reported as regularly as ever, but reported to Secretary Steinbrenner. He, and he alone, should bring it to the attention of the parties interested. This plan would advance the association wonderfully in the estimation of advertisers.

THERE is a well defined movement on foot in the I. A. of D. looking toward the establishment of an official schedule of prices. There is, likewise, determined opposition thereto. As the matter will undoubtedly be taken up at the next general meeting, it is meet that in the meantime it be agitated. Without prejudice to those who oppose it, we wish to state openly and frankly that we favor the idea. This will not prevent us from according every one an opportunity to express his views. On the contrary we extend a cordial invitation to all, and especially to the opponents of the plan, to

voice their sentiments. Let the matter be fully and freely discussed and viewed in all its lights and aspects. Nothing will aid the convention more in arriving at a correct solution of the problem than to have every member who attends the meeting come well informed upon the question in all its varying phases.

## THE INTERNATIONAL BILL POSTING ASSOCIATION

Executive Committee Met in Chicago Feb. 10—Geo. J. Sherer, of Minneapolis, Elected Secretary.

Pursuant to call the Executive Committee of the International Bill Posting Association met in Chicago Feb. 10, and elected Geo. J. Sherer secretary, to succeed C. E. Runey, resigned. Many measures and means were discussed for strengthening the organization. There were present: Geo. J. Sherer, Geo. F. Uhlman, J. E. Williams, C. E. Runey, W. J. Horn, H. Bland, C. B. Woodworth and P. F. Schaefer.

The initiation fee was reduced to \$1.00, and an active campaign decided upon for the purpose of increasing the membership, and to this end an eighth-page advertisement for one year was ordered inserted in THE BILLBOARD.

The following prices were adopted:

Cities	1,000 to	2,000, 30	per sheet, 4 weeks.
"	2,000 to	4,000, 40	" 4 "
"	4,000 to	10,000, 50	" 4 "
"	10,000 to	50,000, 70	" 4 "
"	50,000 to	100,000, 90	" 4 "
"	100,000 to	400,000, 30	" per week.
"	Over 400,000,	3 1/2 to 40	per week.

The following resolution was adopted unanimously:

*Be it Resolved*, By the Executive Committee of the International Bill Posters' Association of the United States and Canada assembled Feb. 10, 1898, at Chicago, do hereby assert with pleasure its commendation of THE BILLBOARD as a faithful, able and impartial exponent of the intricacies of billboard advertising, and recognize in it an able advocate of the open association, all of which the International Bill Posting Association is in hearty accord with and express their appreciation of THE BILLBOARD in its determined zeal to aid such organizations, and it shall be incumbent upon members of our association to use their best efforts to further the progress of THE BILLBOARD.

Seibe and Green telegraphed greeting, and applied for membership for the entire California Bill Posters' Association. They assured the committee they were with them to stay, and would take an active part in the work of the association in the future.

The committee, after passing a vote of thanks to the retiring secretary, adjourned to meet again at the call of the president.

At the next meeting the date and place of the next convention of the organization will be decided upon.

## ENGLAND.

Yonde's Limited is as dead as a door nail. As we published exclusively in last month's issue, the investing public simply would not have it. Active effort is being made, however, to form a syndicate, or more correctly speaking, an amalgamated corporation to take over the options held by Mr. Yonde. It is proposed to give optionists half cash and half stock in the

new corporation instead of purchasing outright. Mr. Walter Hill is the moving spirit in the new deal. It is proposed to capitalize the new company for \$5,000,000, of which \$4,250,000 is to be paid in. We cannot even hazard a guess as to its ultimate outcome. At this distance there seems to be little confidence or unity of purpose among those who will enter into the make-up of the new concern, and this augurs ill for its future.

It is interesting to note that the chief reason assigned for the public's refusal to invest in Yonde's Limited was due to the attempt to unite poster printing and bill posting. Yodue took in the big printing firm of David Allen & Sons, of Belfast, and every small printer in the kingdom immediately got his hammer out and commenced knocking for dear life.

## WHO IS HE?

The Most Popular Bill Poster in America—Renewed Interest in Our Voting Contest—A Trip to Ireland to the Winner.

THE BILLBOARD is going to send the most popular bill poster in America to attend the convention of British bill posters, which is held at Dublin, Ireland, next August. He will be an ambassador appointed by the craft at large.

## HOW TO VOTE.

Write the name of your candidate (nothing else) on the coupon below, and mail it to THE BILLBOARD Publishing Co., Cincinnati, O. Each coupon will be counted as one vote for the bill poster whose name it bears. All March coupons must be voted before March 25. This rule is imperative. It is necessary to prevent hoarding of coupons and voting them in a lump at the last moment.

**MARCH COUPON** must be voted prior to March 25, or it will not be counted.

The most popular Bill Poster in America is

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

## HOW THEY STAND.

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

Geo. H. Siebe	95
Isaac Monk	94
Geo. M. Leonard	27
H. W. Walker	22
Jas. A. Curran	21
Jas. F. O'Melia	20
R. C. Campbell	19
J. Ballard Carroll	18
P. F. Schaefer	12
Geo. Castner	11
Edw. A. Stahlbrodt	10
Chas. Vogel	9
Al. Bryan	8
E. C. Donnelly	7
Frank Fitzgerald	7
Albert Weber	7
J. J. Flynn	6
P. P. Oliver	5
L. H. Ramsay	3
W. B. Lowden	2
John G. Reese	1

We must again direct attention to the fact that Mr. Sam W. Hoke is not a bill poster. All the votes cast for him are literally thrown away.

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

BUFFALO, N. Y.

The following clipping from the Buffalo (N. Y.) Express of February 15 explains itself.

R. K. Smither, former Alderman, and the Erie County Pharmaceutical Association, is after the city bill posters. They make serious charges against them, and ask that their licenses be revoked. The charges are gross neglect of duty.

Mr. Smither and two other members of the Pharmaceutical Association, Dr. W. G. Gregory and J. A. Lockie, called on His Honor, the Mayor, yesterday afternoon. The Mayor was not in, and the delegation was kept waiting for just an hour. It was nearly 4 o'clock when Dr. Diehl appeared.

Mr. Smither acted as spokesman, and he was armed with a copy of the City Charter and Ordinance, other documents and a big bundle of soiled circulars that the Pharmaceutical Association had had printed at a considerable expense.

"We wish to call the attention of Your Honor to serious neglect of duty on the part of the city bill posters. We constitute a committee appointed by the Pharmaceutical Association to lay the matter before you and demand redress," said Mr. Smither.

The Mayor became nervous, and Mr. Smither continued: "The neglect is a chronic one. As Your Honor is aware, the city license certain bill posters, giving them the exclusive right to post all bills and circulars all circulars in the city of Buffalo. The charter fixes the charge which they are permitted to make for this work. The remuneration is quite liberal, and everybody who wishes to have bills posted or circulars distributed in this city must pay those charges. For that reason they are entitled to have their work done honestly by the bill posters. But this has not been done.

A short time ago the Pharmaceutical Association got out 25,000 circulars to be distributed in this city. They were compelled by the law to let the city bill posters distribute them. Shortly afterwards we discovered that instead of distributing the circulars they had been dumped into the canal, in ash barrels and in other places. They were disposed of in that way in bunches of hundreds. We came across them, and have brought a bundle of them here that were disposed of in that way. Now the association spent quite a little money to have these circulars printed. We paid to have them properly distributed, and we were entitled to have the work done that we had paid for.

"We claim that inasmuch as the city will permit only those bill posters who are licensed to distribute the bills, the city is responsible for the work done by them. We ask, therefore, that Your Honor revoke the licenses of the bill posters, and if you have not the power that the power be conferred upon you. This is not the only instance of where the bill posters have neglected their duty and shirked their work. It is a practice of long standing.

"We also call Your Honor's attention to the fact that the bill posters overcharged us. The law says they shall distribute circulars at the rate of \$1.25 per thousand. We were charged \$1.50.

A copy of the Ordinance was examined, and it was found that Mr. Smither had stated the case correctly. One section of the Ordinance stated that the city bill poster must give a bond of \$2,000 for the faithful compliance with Section 12 of Title 15 of the Charter. When the specified section of the Charter was referred to it was discovered that it related to the duties of the harbor-master, and not of the bill posters. Mayor Diehl said he would endeavor to have the error corrected.

After a short conference Mayor Diehl suggested that the committee present formal charges in writing to him against the bill posters. He promised that he would consider such charges carefully, and resort to such measures as he thought were necessary to do away with the evil.

"We have no doubt there is another side to the story, but we have not been able to obtain it. We wrote Mr. Fibbrick, offering him every opportunity to give his side of the affair, but he takes his orders from the boss, and, therefore, dare not communicate with 'The Billboard'."

"We have not over much sympathy for the victims. One dollar and a half per thousand is not an adequate price for Buffalo. Distributing in that city is worth all of \$2.00 per thousand, and the distributor will not grow overly wealthy at that figure either.

Whitmer & Fibbrick, it is needless to remark, are not members of the I. A. of D."

PORTLAND, ME.

Messrs. W. O. Mellor and A. M. Spear, Jr., are hard at work on the construction of a patent illuminated car sign, which is the invention of Mr. Mellor. It is to be placed on the front of electric cars, and when lighted by electric lights will enable passengers to ascertain the car they want. They are now waiting for glass, which they have to get from Pittsburg, Pa., before exhibiting their invention to the public.

MARQUETTE, MICH.

Street Commissioner McIntosh had a force tearing down all advertising signs from telephone, telegraph and electric light poles and all public buildings. The nuisance has become so bad lately that from now on the police will closely watch every advertising sign.

The Rochester Railway Company is having new sign-boards painted for all the cars, to replace the present somewhat illegible boards now in use. The signs will be in white on a black background, and the different lines will be distinguished by different colors in circular spaces on the signs.

AN OPEN LETTER.

San Francisco, Feb. 19, 1898.

Billboard Publishing Co., Cincinnati, O.; Gentlemen:—Have you read the President's monthly message in the official organ for January? If so, you can readily see what a fool he makes of himself. Talking about the situation in the city of San Francisco and the State of California, he asks the question: who is better able to judge of all conditions existing in the different sections of this country from Maine to California than the people who are in daily communication with bill posters of this country? If he intended to answer that question justly and honestly, then we would have said to him, "you have struck the key-note of the truth." But this idea of putting such a question, then answering it contrary to the judgment of bill posting, shows that the President is one who can be easily influenced and misled.

The leading advertisers to-day who post bills in the city of San Francisco and Oakland are posting with the firm of Siebe & Green. Are they not the judges of who have the boards? We do not think that Mr. Edward A. Stahlbrodt could control such advertisers as these and order them to post with some one else in San Francisco, because we are not members of his private association.

Why don't Mr. O'Mealla come out like a man and tell us who the inspectors were who said that Siebe & Green are not the leaders and do not control the biggest portion of the boards in San Francisco? Is it not a fact, Mr. O'Mealla, that before the Executive Committee meeting you were already pledged to vote for our rivals, regardless of the investigation? Then, for you, Mr. O'Mealla, to talk about bull-dozing tactics! Why, you ought to have been the last man in the world to utter such words, especially as President of an association. Is it your duty to attack a responsible and honest concern who could buy fifty plants like yours?

How beautiful the striking contrast must be, in your eyes, to think what a quiet and dignified stand our rivals are taking, while we, the aggressors, are battling to win.

A president of an association should at all times be upright and honest, and tell the truth in all matters pertaining to his association. How false it was of you, Mr. O'Mealla, to say that the committee knew neither parties in the matter, but acted on the best evidence obtainable. Don't you know that you are not telling the truth? We are not bowing to you, or any of your kind, nor do we care for your private opinions, but we do care for the fact that it is your duty, as the head of an association, to act fairly and honestly in all matters.

How can you say that you are acting fairly when the Pacific Coast Bill Posters' Association does not and can not post in a great many towns in the State of California, while we offer \$1,000 to any man that can prove that we are not able to post in any town in the State of California, but none. It would not take us ten days to immediately have a plant in any town that refuses our work. And here is your second largest city in the State of California, Los Angeles, and here is your third largest city in the State of California, Oakland, that your elected member can not put up one sheet of paper in. Do you think you have done justice to the California State Association, when an Eastern advertiser can not be posted in the majority of the towns in the State of California? How preposterous on the very face of it.

Isn't it a fact that Mr. Edward Stahlbrodt pledged himself to our rivals before a meeting ever took place? Why, it is plain with us, and we promise you that you will soon day come and ask us to join your association.

We have hundreds of letters taking stand with us, and whenever we are ready to strike the blow, you will find us ready.

The official organ of the A. B. P. has investigated the situation in the State of California, and we see that they have come right boldly to the front, regardless of consequences, and endorsed the firm of Siebe & Green. As, also, has "The Billboard." Do you, for one moment, think that these publications would interest themselves in behalf of Siebe & Green, if they did not know that they are a credit to the bill posting business?

Again, we wish to say to the advertisers throughout the United States, that we offer to take paper at four cents per sheet, thirty days display, six months contract, guaranteed a first-class showing. You are compelled to pay the collectors of the Associated Bill Posters twelve cents per sheet. We also wish to state, and will put up \$5,000 as a wager, that our rivals here will take paper, and do take paper, in the city of San Francisco for four cents per sheet, while they charge the collectors that send paper out from the East twelve cents per sheet. Advertisers, we ask you, is that fair?

We believe in charging all alike. To give the bill posters and the advertisers throughout the United States an idea of what we are doing in the city of San Francisco, we give the following report for the month of January:

Golden Jubilee, 150 three-sheets; Morosco's Grand Opera House, 19 thirty-two-sheet stands, 6 thirty-six-sheet stands, 54 three-sheets, 1 twenty-eight-sheet stand, and 200 one-quarter-sheet hangers; Alcazar Theater, 30 stands, 4 x 7, and 100 three-sheets; Tivoli Opera House, 60 stands, 4 x 7, and 150 three-sheets; Orpheum Theater, 150 three-sheets; Olympia Theater, 100 three-sheets; American Tobacco Co., Piper Hedsick—15 stands, 4 x 5; Louisa Roeseh Co., 125 three-sheets; S. Bachman & Co.—La Harmonia Cigar—150 sixteen-sheets; Lybeck Cycle and Skating Club—125 twenty-four-sheet stands and 50 three-sheets; The Chutes, Chiquita, 125 three-sheets, and 125 one-sheets; Central Park Base Ball Grounds, 50 three-sheets; Morosco's Grand Opera House, 25 thirty-sheet stands and 36 three-sheets; Alcazar Theater, 26 twenty-eight-sheets and 100 three-sheets; Orpheum Theater, 150 three-sheets; Hamburg-American Line, 352 one-

sheets; Wellman, Peck & Co.—11, O.—150 eight-sheets; Nat. Raphael, Jeweler, 25 three-sheets; Pattison Carpet House, 25 twenty-four-sheets; A. Davis, Jeweler, 50 three-sheets; American Tobacco Co.—Seal of North Carolina—500 two-sheets; Central Park Base Ball Grounds, 82 three-sheets; Animoscope Co.—Corbett and Fitzsimmons—8 twenty-eight-sheet stands and 39 three-sheets; Tivoli Opera House, 49 twenty-eight-sheet stands, 159 three-sheets; Orpheum Theater, 15 twenty-eight-sheet stands, 159 three-sheets; Alcazar Theater, 25 twenty-eight-sheet stands, 100 three-sheets; Morosco's Grand Opera House, 25 forty-sheet stands and 63 three-sheets; Hush Street Theater, 149 three-sheets; New York Journal, 150 one-sheets; Summerfield & Roman, Clothing, 25 twenty-sheet stands; American Tobacco Co., 20 twenty-sheet stands of Piper Hedsick, and 500 two-sheet of Seal of North Carolina; San Francisco Music House, 20 eight-sheets; Central Park Base Ball Grounds, 82 three-sheets; Carroll & Carroll—Pepper Whisky—100 eight-sheets; Baldwin Grotto, 250 three-sheets; Olympia Theater, 150 three-sheets; S. Bachman—La Harmonia Cigar—250 sixteen-sheet stands; Del Monte Milling Co.—Stomola—100 eight-sheets and 150 three-sheets; Byron Mauzy Music House, 58 eight-sheets; Morosco's Grand Opera House, 26 stands 4 x 8, and 43 three-sheets; Orpheum Theater, 25 twenty-eight-sheet stands and 150 three-sheets; Alcazar Theater, 25 twenty-eight-sheets and 150 three-sheets; California Golden Jubilee, 500 three-sheets; Tivoli Opera House, 31 twenty-eight-sheet stands and 150 three-sheets, type, and 75 three-sheets, pictorial; Morosco's Grand Opera House, 26 twenty-eight-sheet stands and 60 three-sheet regulars; Alcazar Theater, 25 stands 4 x 7, and 100 three-sheets; Orpheum Theater, 150 three-sheets; B. H. Lucke, 100 eight-sheets; American Tobacco Co., 100 twenty-sheet stands; Piper, Aden, Goodall Co., 237 one-sheets; Alcazar Theater, 25 twenty-eight-sheets and 150 three-sheets; Orpheum Theater, 150 three-sheets; Morosco's Grand Opera House, 50 twenty-eight-sheets and 100 three-sheets; The Chutes, 500 three-sheets; Central Park Baseball Grounds, 100 three-sheets; Clark's Carpet House, 250 three-sheets; 71 artical Mechanics Invent, 200 three-sheets; S. Bachman—Renown Cigar—60 three-sheets; E. G. Lyons Co., 2,000 one-sheets; J. Smith, the tailor, 150 three-sheets; Carroll and Carroll, 100 eight-sheets; Salvation Army, 50 twenty-four sheet stands; Baldwin Theater, 40 thirty-two-sheet stands and 200 three-sheets; Morosco's Grand Opera House, 26 thirty-two-sheet stands, 37 three-sheets; Tivoli Opera House, 30 thirty-sheet stands and 150 three-sheets; Orpheum Theater, 150 three-sheets; Alcazar Theater, 25 twenty-eight-sheets and 150 three-sheets; Wellman, Peck & Co.—11, O.—150 eight-sheets; G. E. Eberhardt Co.—Heeman Gum—30 twenty-eight-sheets and 30 eight-sheets; Schlueter Volberg Carpet House, 250 six-sheets; Piper, Aden, Goodall Co., 250 one-sheets; Pattison Carpet House, 100 twenty-four sheets.

Following are the contracts which have been signed up since the 1st day of February up to February 18th, for painted signs:

La Harmonia Cigar, \$3,000; E. G. Lyon & Co., David Nicholson's Liquid Bread, \$1,800; Hansen & Erick Furnishing Goods House, \$1,200; Gilberdman & Switzer Jewelry House, \$750; Pierce, Rudolph Storage Co., 300; Chance & Bean, Mount Rouge Wines, \$300; Baldwin Jewelry House, \$1,200.

This is all for the painted sign department. What have our rivals done? Ask them, it may be a pleasure for them to give it.

And do you, gentlemen, still think that you have acted wisely, and does Mr. O'Mealla think that we are bull-dozer?

Herewith we enclose you a letter, dated December 21, 1897, to show you, gentlemen, that we are well aware that Mr. Edward A. Stahlbrodt is a friend of our rivals.

Mr. Edward A. Stahlbrodt, New York, N.Y.:

Dear Sir:—The California Bill Posters' Association has been organized and enrolled as members nearly all the bill posters in the State of California. The Pacific Coast Bill Posters' Association held their meeting on December 8th, and amongst its members present were the following: Mr. W. B. Wilshire, of Los Angeles, who was elected treasurer of the association; Mr. John Williams, of Portland, Ore., who was elected vice president; Mr. M. D. Neild of Vallejo; A. Mathews, of Eureka, Hooson, of Hayward, and two or three others. Now, of those members, we succeeded in persuading Mr. Williams resigning as Vice President and as a member. Mr. Wilshire, of Los Angeles, made a combination with Siebe & Green, resigning as Treasurer and as a member. Neild, of Vallejo, resigned; A. Mathews, of Eureka, resigned; Mr. Hooson of Hayward, resigned, leaving them Mr. J. H. Simpson, solicitor for Owens & Varney, and Secretary, and Mr. Lee, of Santa Rosa (where we have a plant), as President. So you can see that the Pacific Coast Bill Posters' Association is no more. With such conditions, will you still hesitate to have the strongest organization to-day in the United States admitted to your Associated Bill Posters? We have it from good, reliable authority that you, Mr. Stahlbrodt, are friendly towards Owens & Varney.

We have nothing in the world against Owens & Varney, and personally we recognize them as friends, but in a business way we can not. That the Associated Bill Posters recognize the California Bill Posters' Association, which is comprised of almost every member of the State of California, barring, probably, one or two; and we undoubtedly state to you that we are the strongest organization of its kind in America to-day, and the way Siebe & Green are advancing this business generally, we believe it is to your interest if you are fully in touch with advertisers and looking after their interest, and if you wish to help to strengthen the organization of the Associated Bill Posters' Association.

If you doubt any of our statements, it is

very easy to investigate the same; and should you find our report just as we state, and you still believe in your friends, why we have no hard feelings against you, but will make our battle without you.

Since we have been in business, which is not quite two years, we have built up a plant which is second to none, and have full control of Oakland and Alameda Counties and two-thirds of the boards in the city of San Francisco, and control about twenty-five towns, and have with us every bill poster in the State of California. A report of such meeting we send you by this day's mail.

Is there not some reason why the Los Angeles bill poster resigns from the Pacific Coast Bill Posters' Association as its treasurer and as a member? Is there not something wrong when Portland resigns from their association? We can easily explain why they do. If they do not resign, and if they do not join our ranks, we shall soon give them battle, and we believe we can finish them up as we did others. We have the confidence of the business community, and that is what counts.

Now, Mr. Stahlbrodt, we wish you a Merry Xmas and a Happy New Year, and we ask you kindly think this over, and let nothing but the best of feelings exist between the leading bill posters of the United States, so that some day the association will have such strength that it will be an honor, as also in a financial way, to be the interest of all the bill posters of the United States, we are respectfully yours,

"Siebe & Green."

Does that not show that we mean business, and are ready and stand ready for an investigation. Now, in the city of San Francisco there is considerable posting done; would it not be a good policy to let the advertisers be the judges as to who is the firm that are the leaders of bill posting and advertising in San Francisco? Wouldn't that be the proper way to prove our assertion that we are the advertisers of San Francisco? No, it is not what the Executive Committee desires.

Again, we say to advertisers, take our letter for what it's worth. If you want posting done, investigate. Our rate is four cents; our rivals twelve cents. We will guarantee that if our showing is not superior to our rivals we do not want one penny of your money. You can get three months' billing with us for the same amount of money our rivals ask for one month.

By publishing the above again we shall thank you very much, as we desire to make ourselves clear before the advertisers and bill posters throughout America.

Thanking you kindly, we remain, Respectfully yours,

Siebe & Green.

Dictated by J. C. G.

NEW YORK NOTES.

The new rates that went into effect on the New York City boards February 1 have not affected business in any way, the showing with all the bill posters being about as heavy as usual at this season, if not a little heavier.

The American Tobacco Co. has a "chance-may-offer" deal with Van Beuren that gives them a remarkably good showing occasionally.

O. J. Gude is getting out an eight-sheet for Lunham's Cocoaanut.

E. A. Stahlbrodt has at last caught an order, 1,000 eight-sheets for Colonial Flakes, of which 25 have been posted in New York. Van Beuren was able to accommodate the entire city showing.

Munson has Pund's Extract two-sheets, 50,000 of them, and is covering all large titles.

Hawes Hat, eight-sheet and two-sheet, are up for the spring for three months.

Sam W. Hoke has three printing houses running on his orders at the present time; among the orders are: Hawes Hats, eight-sheet; Fitzgerald Bros. Beer and Ale, twelve-sheet; Childs Cigar, three-sheet, and three kinds of eight-sheet; Dunlop tires, sixteen-sheet, and another article that he is not at liberty to mention for a few days.

It is rumored that there is to be a consolidation of the Official Organ and the World-be, with headquarters here. The rumor is said to have originated in the office of the World-be.

Steinhardt Bros., distillers, are getting out a sixteen-sheet.

Several cigars are being talked of for the bill boards, "General Arthur" and "Robert Burns" being among them, as well as the "Girl From Paris" and "Adelina Patti," all of which are being heavily posted in other cities.

Heavy storms February 20 and 21 damaged the boards all over the city and vicinity, the losses running up into the thousands.

PITTSBURG, O.

City Bill Poster Sam Hixon has placed his company of bill posters in neat uniforms. The uniform consists of white trousers with gold braid down the outer seam, blue coats with gold buttons and braid, and white caps. The effect is very neat and attractive, and the idea thus put into practice is a good one.

BROOKLYN.

The American Bill Posting Company, of 28 Johnston street, will erect a two-story and basement brick building 29 x 124, on the south side of Fulton street 114 feet west of Washington avenue.

"The Billboard" has always upheld the Associated Bill Posters as a whole. It has testified constantly and honestly to the good work that the Association has accomplished. It has criticized, too, but always with a view of bettering its workings, and augmenting its usefulness. "The Billboard" has done more for the Association than any other出版物, which has affected it.

LETTERS TO THE EDITOR  
A MONTHLY EXPERIENCE MEETING AND AN OPEN COURT

We must again direct attention to the fact that THE BILLBOARD'S mail is very large. We reproduce as many of the letters sent us for publication as possible, giving preference, of course, to those that deal with live issues and important matters. The others we quote from as far as possible. Hundreds, of course, can not even be noticed, simply, however, because our space will not permit.

## HOT SHOT.

Springfield, O., Feb. 10, 1898.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Enclosed find P. O. order in payment of my advertisement in the February issue. I thank you very much for the way you worded my ad and the location you gave it. Your paper came just a few moments since, and I wish to congratulate you upon its elegance. It is a credit to you and the I. A. of D., and I am sure will be appreciated by every member of our great association.

Gentlemen, again I wish to assert that the I. A. of D. is the only one. It towers far and away above all others. The I. A. of D. is the captain, and the members will have to be vigilant and keep all smart guys in the background, and sit down upon them good and plenty whenever they propose to run things their own way, unless their way is the right one, and then all members must have a say so.

You know what this one-man-great-I-AM-power has done to a good organization, and you know how I stood and how vigorously I kicked against it, but to no effect. I was knocked out in the first round, and have been knocked out ever since. I have no more chance than a snowball in hades with the gentleman whom I opposed. My name is never mentioned in his great (?) paper. If you will condescend to look over his bum issue of this month, you will see that he published a list of the A. B. P. members, but left my name out. I know no reason for it, except that he has it in for me. The end is not yet. Let us hope the I. A. B. P. will help itself out of the hole.

Wishing you and the I. A. of D. much success,  
I am,  
Very truly yours,

H. H. TYNER.

## TOO MANY INFANT SHEETLETS.

Shelbyville, Ind., Feb. 9, 1898.

Editor of THE BILLBOARD,  
Cincinnati, O.

Dear Sir—All over the country are springing up infant periodicals "in the interest of the profession." They want your subscription and they want you to insert an advertisement "at a small cost," and they all claim to reach the great army of advertisers and unless you are with them you are not in the swim. We are forced to cry out, "How long, oh, Lord, how long?" And the answer faintly comes back, "Just as long as you suckers encourage these leeches." For our part, when we have any loose change to spare we will give it to the real thing—THE BILLBOARD.

Very truly yours,

T. F. CHAFFEE &amp; SON.

## KING KRUTZ'S KOMMENTS.

Goshen, Ind., Feb. 10, 1898.

Editor of THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Following is what I have done since January 17: For Harter, Milburn & Co., Buffalo, N. Y., 2,000 Auntie Roger's Legacy. I also posted 14 20-sheet Cascarets for H. L. Kramer, Indiana Springs.

My friend, Ed. Davis, stopped here for two hours to get a date for Uncle Tom's Cabin, but failed. He looks as young as ever. He said Cascaret's 20-sheet was the prettiest thing he had ever seen.

We had a very bad storm here January 22-24. One of my large boards, 75 feet long, blew down. I am putting on 25 feet more, and also adding to another board, so that I shall have one board 175 feet long. When you come to Goshen I will show you as good a plant as there is in the State—3-sheet boards on every corner. You can't turn around but what you have a board staring you in the face.

Distributed books for W. T. Hanson, H. L. Kramer, C. I. Hood and local work. More next time.  
Yours truly,

CHAS. KRUTZ.

## HAYNES HITS HARD.

Ironton, O., Feb. 14, 1898.

Editor of THE BILLBOARD,  
Cincinnati, O.

Dear Sir—We are well pleased with the ad in THE BILLBOARD, and also with the Jubilee Number. It was out of sight.

We are listed with the Feister Printing Co., but we see no benefits as yet. We listed with them in April, 1897, and have never had any work. We did have a call from the Turners, of Philadelphia, a few days ago, stating that we had been highly recommended to them by the Feister Co., and they desired prices, etc. We gave them our price, \$2 per thousand, and a few days after we saw some small boys out in the rain throwing their advertising matter away. In many yards were four or five of their books; nearly wasted, you see. Not much encouragement to see things done that way.

We have had calls from J. M. Smith, Brookville, Canada; also from Dr. James, of Ogant, Pa.

We have just had a letter from the Dr. Shoop Med. Co. They sent us a second shipment of their printed matter. We are pushing the Dr. Fahmey samples and printed matter, and have just distributed almanacs for Lyman Brothers (Seven Barks.)

Wish you well. Fraternally,

J. H. HAYNES &amp; SON.

## A WARM REJOINER—WELL DESERVED.

New York, Feb. 11, 1898.

Kidwell &amp; Sewell, Sisterville, W. Va.:

Gentlemen—I notice your letter in THE BILLBOARD, and I can answer you in a way. For a number of years I have been trying in every way to get the names of the various bill posters and distributors in the towns and villages throughout America. Among these ways has been advertisements in THE BILLBOARD, the bill posters' organ, asking all of the craft to send me their names and addresses, rates, etc.; but I have never heard from you, or of you, till I saw your letter in BILLBOARD; and for some months I have been trying to get some paper for the Girl from Paris Cigar posted in Sisterville, and have been unable to discover whether it has ever been posted or not. It was sent to W. E. David, of Clarksburg, who sent it to W. C. Turner, of Sisterville. Perhaps you can let us know if it has ever been posted; and if you want work, don't you think it would be just as well to put a small ad in BILLBOARD, even if only an inch or half inch space, and keep it there, so that people could know you are on earth when they want to advertise your town? Awaiting your reply. I am,

Yours very truly,

SAM W. HOKE.

Halstead, Pa., Feb. 15, 1898.

Editor of THE BILLBOARD,  
Cincinnati, O.

Dear Sir—The following clipping is from the Buffalo Evening News of February 12:

## PHARMACISTS' GRIEVANCE.

## They Want an Investigation of the Methods of the City Bill Posters.

"Mayor Diehl has another investigation on his hands. Yesterday afternoon ex-Alderman R. K. Smither, Dr. Willis P. Gregory and J. A. Lockie, composing a committee from the Erie County Pharmaceutical Association, demanded of the mayor that he look into the methods of licensed bill posters in the city. The mayor requested them to make formal charges in writing against the bill posters, and agreed to hold an investigation in his office some time next week.

"The pharmacists complained to the mayor that the licensed bill posters played upon them the old trick of distributing circulars in the canal, in sewers, in ash barrels and back yards instead of placing them in doorways, mail boxes and other places where they would reach the public. They further complained that they had been overcharged for the work."

Does it pay? Another instance: The Celluloid Starch Co.'s agent was here a few days ago and left his samples with dealers to be given away. I know of one family that got twenty-six samples. Does it pay?

The Peruna Drug Co. are sending their books by mail. So far I have received three copies. Does it pay? — Very truly yours,

J. S. CLAXTON.

## A WARNING.

Scranton, Pa., Feb. 14, 1898.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Warn the craft to look out for a

party named Whipple, who has recently been through this city getting up a guide, under the name of the Whipple Publishing Co., and succeeded in doing up one of the leading hotels for board, another for a mileage book, a printer for about \$300 worth of printing, an employe (at this writing) out of \$40 salary, and you truly for \$14 worth of distributing. It is said there is a sucker born every minute, and they do not all live in Scranton, Pa. Let our worthy brothers be on the lookout.

Truly yours,

REESE &amp; LONG.

## No Open Association for Howard.

Galveston, Texas, Feb. 12, 1898.

Editor of THE BILLBOARD,  
Cincinnati, O.

Dear Sir I am in receipt of THE BILLBOARD. I like the paper very much. I would have been an annual subscriber but for the fact that I have always regarded you as an enemy of the A. B. P. Perhaps you were not so intentionally, but because you did not know any better.

Any one that advocates an "open" association is an enemy, and no man that understands the bill posting business would advocate an "open" association unless he had some selfish motive for doing so.

There is no such thing as competition. It is just rank opposition; nothing but fighting, raising rents out of all reason, covering and destroying advertising paper, covering in many instances before it is dry on the fence (of course not on regular billboards, although I have seen an opposition bill poster come along and destroy paper on regular billboards). I am alluding to paper that is posted as chance may offer on public fences. I have covered thousands of sheets of paper put up by the opposition in my time, so that I know whereof I speak. I went into the business in opposition to a man who had the business all to himself for about fifteen years, and he did not know what it was to pay rents for locations, and inside of two years he threw up the sponge.

Of course, it is a case of the survival of the fittest, but who is the gainer? I answer, No one; and no good is gained—only harm.

The bill poster, after he has beaten his opponent, has always to suffer afterwards by paying big rents if he wants to own good locations to solicit him his work. The advertiser loses also, as he gets his paper destroyed, and he won't pay the bill poster, perhaps. Then he gets disgusted with bill posting altogether, and swears that he will not have any more posters printed, so that the printers to work, and the bill posters all over the country lose, if the advertiser should be a national advertiser.

One bill poster is enough in a town or city, no matter what size the town or city may be. All bill posters should belong to the association, then it would be strong enough financially to keep an eye on the bill posters, so that when a bill poster was not up to the mark, or had the reputation of doing bad work, the association could take his franchise away and put a better man in his place.

I could make myself more clearly understood if I were as handy with the pen as I am with the paste brush, and had had the benefit of a school when I was a boy to have learned to read and write, which I have had to do since I have had to hustle for myself.

Hoping that you are the friend you say you are to the A. B. P. and will always remain so as long as we deserve your friendship. I am

Yours very truly,

J. E. HOWARD.

City Bill Poster

## PLEA FOR THE SMALL TOWNS.

St Charles, Ill., Feb. 14, 1898.

Editor of THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Have just received Jubilee number of THE BILLBOARD and am much pleased with it, and hope to see it continue its good work for the bill posters and distributors of America.

I note the letter from Kidwell & Sewell, of West Virginia which very much fits our case, as it does undoubtedly hundreds of others in smaller towns waiting to be swallowed by the bigger ones, which seem to want all the business. I trust you will do your best towards helping these smaller bill posters and distributors by urging advertisers to use more of the small towns. They are always satisfied after a trial, but it is very hard to convince them. Your paper is a great aid

Yours truly,

J. I. LA DUE.

## FAVORS OPEN ASSOCIATION.

Birmingham, La., Feb. 10, 1898.

Editor THE BILLBOARD,  
Cincinnati, O.

Enclosed find my check for subscription to THE BILLBOARD. I would like to join the I. A. B. P. if it were not such a cinch game. As I understand it only one man in any town can derive any benefit from being a member. Thus the advertisers do not approve of, as the following will show. I have a man named James Collee as position here. He is a member of the I. A. B. P., also of the A. B. P., and about all he has done all winter is "blacklisting," as he calls it, men that do not give him their work, while I have posted Snider's Catnip, California Fig Syrup Co. and a big contract for the Sterling Kennedy Co. All these people appreciate the boards and locations in preference to the man. I guarantee my work or no pay, and the work shows for itself.

Yours truly,

WILLIAM T. ROEHL.



Senator Wieman's bill prohibiting printing and photo-engraving in the penal institutions of the State of New York, except for their own use was endorsed by the Central Labor Union February 1.

Jack Rudolph, of the Courier Co., enjoyed his visit to the Barnum show immensely. He declares he is going over every year hereafter.

The Greve Lithographing Co., of Milwaukee secured the order for the 10,000 whole sheets advertising the Milwaukee carnival. It is a whole sheet, 28x42, after a design by Alfred Beyer.

The Erie Litho Co., of Erie, Pa., took the Wallace show's order at three cents per sheet for four-color reproductions in editions of one thousand copies. These are figures that will make some show printers gasp. In the world of the immortal Pat Shannon, the show printers of the country are a lot of suckers. They ought to get together.

Hennegan & Co. have ordered a perfecting press. It prints from a flat bed, and will enable them to compete with any firm in America on large editions of patent medicine circulars, almanacs or circus programmes.

Journeymen lithographers of London England, are agitating a combination against the trade in the United States. A provisional committee has issued a circular calling for a national conference to be held in March, to consider measures for the protection of the industry against foreign competition. In an address accompanying the circular English employers are denounced for spending enormous sums of money for printing done abroad. In the matter of lithographic posters alone it is declared that last year nearly \$2,000,000 was sent out of the country for work which might just as well have been done at home. Some of this went to Holland, some to Paris, but the bulk to the United States, and the address says that this money expended in London would have kept hundreds of printers at work all the year round. Stress is laid on the fact that a large number of German printing and lithographic firms have permanent branch offices in London and are carrying off by the wholesale contracts for printing from temperance, religious and other societies, while nearly all the Bibles now sold in England and sent out of the country for missionary purposes are also printed abroad. It is proposed to seek legislation imposing a duty or tax on all printed or lithographic matter brought in from other countries.

The Donaldson Litho Co. is compelled to refuse all orders which call for delivery prior to April 15. Their immense capacity is taxed to its utmost limit. The order of the big Ringling shows is sufficient in itself to test almost any printing house, but beside it the Donaldson people are also handling the orders of the John Robinson shows, the La Pearl shows, the great Main shows, Washburn's shows and Pawnee Bill's big Wild West.

Ph Morton, the sign man of Cincinnati, has embarked in the poster printing business.

# FAIR DEPARTMENT

A. P. SANDLES,

## Who Founded the Western Ohio Fair Association.

On this page we present the portrait of a very popular gentleman Mr. A. P. Sandles. We wrote him, as is our custom, for some data from which to prepare an account of his career. In due course of time he replied and we present his letter verbatim, confident that we could not possibly improve upon it. Among other things he says:

"My career on earth has not been punctuated with noted events. The Chicago fire and myself occurred the same year (1871). The fire created the greater sensation throughout the country, and was more generally commented upon than the latter event. Both were sad affairs. However I outlived the conflagration. The fire happened in the city and in a country cabin. But in America the paths of glory have log cabins at one end and the White House at the other. I think I shall prove no exception to this rule, as I have already attended one national convention and am still young.

"For twenty years I was a familiar scene upon the farm, but during the last administration the woolen industry and I left it. While teaching school I punished one of the 'big girls' not thinking of the result. She made a vow to get even. She got me. Some say the baby looks like his mother's side of the house, others say he favors me, but will get better looking as he gets older.

"After paying the probate and preacher for a 'privilege' to set up housekeeping, I served six months in a clothing store, but escaped, and for two years was deputy recorder, during which time I was elected secretary of the Putnam County Fair, which had been bidding too high and was in the 'hole' over two thousand dollars. Have served three terms and am re-elected, and fair is out of debt. Proposed the Fair Managers' Organization of Western Ohio. Am now employed in the public schools of Ottawa, Ohio. Have a good appetite and enjoy a hearty meal several times a day.

"This is my 'tale of woe.' Hardly think you will care to tell it to others."

We do care to tell it to others, however, and we feel certain that the quaint humor of his recital will prove decidedly refreshing to a very large number of readers.

## Giving Food Products a Show.

Charles F. Wingate, the well known sanitary expert, will be supervising director of an exhibition to take place in the Grand Central Palace, New York, from April 15 to May 3, including sanitary contrivances and food products of all kinds. As regards the latter, the purpose will be to exhibit the superiority, from a sanitary point of view, of some of the more recent food products as compared with the same article of food in the old-fashioned or unprepared form. As Mr. Wingate is a man of known ability the exhibition will doubtless be successful.

## To County Fair Secretary.

We will give five annual subscriptions to our Journal to be awarded as premiums in your live stock classes, and will make you a special rate for our Journal for third premiums in all your live stock classes, as has been successfully adopted by leading county fairs. For the five subscriptions we would ask you to publish our such advertisement in your Premium List AGRICULTURIST AND STOCK JOURNAL, Chicago or Quincy, Ill.

## Waycross, Ga.

The Waycross Fair Association meeting at the Hotel office was well attended, and resulted in very satisfactory arrangements for the future. The association will pay every dollar it owes for the land and improvements, and for everything else, and own the property as it stands without any encumbrance whatever. The success of our first show has been simply wonderful in every respect, and our second show bids fair to be much better and larger. A number of new buildings will be erected next year, and many improvements added to the grounds. Commence now to prepare for next year's fair.

The Vienna Trotting Association will give \$1,000 in purses this year.

At the annual meeting of the Western Pennsylvania Association of Fairs held at Pittsburg recently it was agreed to suggest to all agricultural societies that more attention be given to roadsters, harness, saddle and combination horses in order to encourage the breeding and training of a useful class. In view of this action classes have been made up and such requirements agreed on as it was thought would most effectually reach the aim sought. This display of horses is to be given on the track in front of the grand stand, where the judging will be done and prizes awarded.

Have you organized for 1898? If not, it is high time.

A new trotting association has been organized at Salem, Ohio.



A. P. SANDLES.

Work on the new track at Hagerstown, Md. is being rapidly pushed, and the Fair Association is preparing for an active season in 1898.

A steel grand stand is to be erected by the Eastern Maine Fair Association in place of the one recently destroyed by fire.

The National Stock Growers' convention came to an end in a wild scene at the Union Stock Yards, Denver, Col., where a grand barbecue had been prepared. A mob rushed in, drove the guests from the tables and seized the roasting meat and other provisions. The police were unable to restore order and several casualties resulted.

At the annual meeting of the Northern New York Trotting Horse Breeders' Association, Geo. F. Ferguson was elected president, George R. Finch having declined to serve another year. The Hon. William M. Cameron is the secretary and Henry L. Sherman the treasurer. The organization will hold its annual trotting meeting at Glens Falls, and will apply for August dates in the Grand Circuit.

We invite contributions from fair managers. A liberal price will be paid for such as prove available.

A big equine carnival will be held in Vienna, Austria, from June 18 to July 27 of this year, at which many premiums will be offered. One of the objects of the carnival will be to show the progress in breeding horses for every-day use that has been made in Austria. The local authorities throughout the Empire have been invited to bring their foremost exhibits.

The Oak Grove Racing Association, Warren, O., has reorganized for 1898, electing B. E. Pew, of Niles, president; B. F. Lane, vice-president; M. S. Clapp, secretary and John H. Nelson, treasurer. The last three officers are from Warren. It was decided to give race meetings June 8 to 10 and August 1 to 13.

THE BILLBOARD is the official organ of the American Association of Fairs and Expositions of the United States and Canada.

The Detroit Riding Club will have a horse show about the middle of April.

## INDIANA.

### MEETING OF THE STATE BOARD.

The State Board of Agriculture met in Agricultural Hall State House, on Tuesday and Wednesday of last week, to revise the premium list and attend to other business. The time of the next State fair was fixed at September 12 to 17.

The Board appointed Aaron Jones, of South Bend, ex-Governor Matthews and W. W. Stevens, of Salem, as a committee to confer with the Committee from the State Board of Commerce in the matter of arranging for an exhibit of the State's products at the Paris Exposition in 1900. Secretary Kennedy was authorized to go to Chicago on the 6th of this month as a delegate to a meeting there in the interest of the corn industry, with the Indiana corn exhibit at Paris in view.

It was decided to give the State Horticultural Society a permanent location of ten acres to the right of the street car tracks, and on the south side of the fair grounds, for an exhibit. This place will be converted into a permanent horticultural exhibit, and a park will be maintained by the horticultural society.

The Board appropriated \$500 for a sweepstakes exhibit of beef cattle, all breeds to be admitted to the contest, and the prize to go to the best herd. Hiram Howland will have charge of the track.

The following Executive Committee was appointed: Mason J. Niblack, of Vincennes; Mortimer Levering, of Lafayette; M. S. Claypool, of Muncie, and ex-Governor Matthews, of Clinton.

The Department Superintendents for this year's fair will be: Admissions, Aaron Jones, South Bend; grandstand, Knobe Porter, Hagerstown; speed, M. S. Claypool, Muncie; show horses, John C. Haines, Lake; beef cattle, Claude Matthews, Clinton; cattle and dairy products, Mortimer Levering, Lafayette; swine, Mason J. Niblack, Vincennes; sheep, Hiram B. Howland, Indianapolis; art, J. E. McDonald, Logansport; poultry, Cott Barnett, Logansport; horticultural, E. A. Robinson, Rock Lane; agriculture, J. L. Davis, Crawfordsville, mechanical, W. W. Stevens, Salem; privileges, H. L. Nowlin, Lawrenceburg.

### ROLL OF DISHONOR.

Fairs that have defaulted, assigned or failed to pay their debts. Look out for them this year:

Vermont and New Hampshire Inter-State Fair—Dr. G. W. Hoffman, Secretary, White River Junction, Vt.

Southeast Arkansas Agricultural and Mechanical Fair—John J. Whittaker, Secretary, Monticello, Ark.

Springfield and Southwestern Fair Association—H. F. Denton, Secretary, Springfield, Mo.

Marceline Fair Association—S. H. Linton, Marceline, Mo.

Huff and Bull—Huntington, W. Va.

Great Sidney Fair—A. G. Washburn, Secretary, Sidney, N. Y.

Carnegie Fair and Trotting Association—A. W. McMillan, President, Carnegie, Pa.

Send your dates. If you have not claimed them yet, send in your official roster.

On February 1, 1898, the stockholders of the "Great Allentown (Pa.) Fair" re-elected the following officers: President, Hon. Jeremiah Roth; Vice President, R. R. Ritter; Treasurer, A. W. DeLong; Secretary, W. K. Mohr. September 19-23, 1898, are the dates chosen for the Forty-Seventh Annual Fall Fair. The receipts for 1897 amounted to \$25,000; expenditures, \$20,000; leaving a net profit of \$5,000. Not a very bad showing for a rainy week. The track was greatly improved last fall, and is now better than ever, and horsemen want to keep their eyes on these dates for good, sure money.

There is some talk of the Georgia State Agricultural Society holding a State Fair in Macon at Central Park, next October. There has not been a State Fair in Georgia in several years. Under the terms of the contract existing between the Mayor and Council of Macon and the Georgia Agricultural Society, if a State Fair is held anywhere in Georgia next year, it will have to be at Macon, unless the Mayor and Council give the society the right to hold it at some other place.

Editor "The Billboard."

By reason of the Trans-Mississippi and International Exposition being held at Omaha same date State Fairs are held, and at same place, by mutual agreement Nebraska will not hold a State Fair in the year 1898.

MILTON DOOLITTLE, President.  
ROBT. W. FURNAS, Secretary.

The establishment of the Continental Lithographing Company at 746 Clifton avenue was raided February 17 by Charlton & Copeland, attorneys, and Constables John Doolan and A. W. Baltz, armed with a search warrant. During the raid implements were confiscated, by which labels used on the packages of many of the leading brands of domestic and imported liquors could be produced. A. G. Thell, vice president of the company, was present during the raid. He was arrested and taken before Justice Bonifed, where he gave bond to appear for trial in ten days.

One of the finds of the raid was the lithographic stone from which labels of Apollinaris water could be made. The labels found were of fine workmanship. Among them were the registered label of Hennessy's brandy, Guinness' stout, Swedish Aquavit, Gilka Kummel, Old Pepper whiskey, Geneva gin and many popular whiskeys, cordials and brandies, as well as labels of imported cigars.

You are going to issue a premium list this year, of course. All fairs do. You will have advertising space in same for sale. "The Billboard" reaches manufacturers of agricultural implements, wind mills, pumps, threshers, reapers, binders, etc. All of these are glad of the opportunity to buy space in a premium list. No advertising they can obtain is equal to it. Space in an agricultural weekly pales into absolute insignificance when compared with the power and efficacy of the premium list. The latter is kept for months, and consulted almost daily. Advertise your rates in "The Billboard." Manufacturers will eagerly seize the opportunity of buying your space. Try it. "The Billboard Fair List" is an official list, and the acknowledged authority throughout all America.

We want to make "The Billboard" indispensable to the secretaries of fairs and fair managers. Suggestions to this end will be thankfully received.

If there are indications of a dearth of premiums, donations may be materially augmented by swapping advertising space for prizes. Space in your premium list is of real intrinsic value to country merchants.

Have your dates sanctioned by the American Association of Fairs and Expositions.

**A GOOD START.**

**FIRST ANNUAL MEETING OF THE WESTERN OHIO FAIR MANAGERS ASSOCIATION AT LIMA, O.**

The first meeting of the Western Ohio Fair Managers' Association was held in the Circuit Court room of the Court House, Lima, O., February 9, 1898, and was a decided success. Representatives from a dozen or more of the counties of Northwestern Ohio were present.

From Van Wert County were: D. A. Johns, O. D. Swartout, A. G. Gilpin, J. S. Stuckey, E. B. Gilliland, Van Wert. From Auglaize County: E. A. Brookhart, George Sammetinger, A. E. Schaffer, Wapakoneta; Perry Koch, Chilopolls, J. F. Van Horn, New Hampshire; L. C. Baker, Blueclank, Putnam County, Samuel Sett, Leipsic; Jackson Smith, Columbus Grove, E. M. Warren, Leipsic; Dr. A. L. Paul, A. P. Sandles, Ottawa, Mercer County, C. W. Halfhill, Mercer, D. Others present were: J. M. Brown, DeLisle, Darke County, Alex. Mentzer, Conroy, Jacob Pabst, Russellville; M. I. Howland, Decatur, Brown County; A. Sheldon, Norwalk, L. G. Ely, Fayette County; Theodore Mikeseff, Wauseon, Fulton County; L. H. Sveva, St. Marys, Louis Littman, Detroit, Mich., M. L. Davis, McComb, Fred. Wiemeyer, New Bremen; C. G. Lattmer, Montpelier, Williams County; William Ruesler, Hume; Geo. Hummer, Bluffton, W. A. Williamson, Mt. Cory; William Lones, Herring, Ager Welsh, I. D. Irwin, J. N. Anspach, Ada, E. W. Ensel, Eldora; E. L. Shockey, Westminister; Samuel Lutz, Allentown; T. A. Crabb, South Warsaw; T. B. Howersock, Al. Heffner, Dr. Geo. Hall, A. Harrod, Lima. A large number of persons were present as spectators, who were not registered.

The meeting was called to order by the President, Mr. A. Harrod, with the following remarks:

Gentlemen of the Western Ohio Fair Managers' Association:

In the latter part of December last, when the committee met at Ottawa to select a time and place for holding this meeting, they decided to hold it in this city and on this date. We are glad to see you here this morning.

Among other things the committee noticed me that I was Chairman. I don't know that I want to thank them very much for it. (Laughter.) I am something like the man who was asked by his pastor why he had not been to church oftener, and replied that he would come the next time or send a hand. I told the committee that if I did not make a speech I would furnish a hand, and I now desire to say to you that I have that hand, and when he comes forward will introduce him.

Gentlemen of the Convention, I have the pleasure of introducing to you the Mayor of Lima, Hon. S. A. Baxter.

**MAYOR'S ADDRESS OF WELCOME.**

Gentlemen of the Fair Association:

"My friend Mr. Harrod and myself are brothers-in-law to the same church, and this little act of his reminds me of a good sister that belongs to my church. She got up one evening in class meeting and said: 'My friends, I have been very worldly and sinful; I danced, and I wore a great deal of jewelry, but I found it was dragging me down to hell, and I took it off and gave it to my sister.' Now, I don't know but what this is the case with our brother, and he has been kind enough to put this affair off onto me. He that as it may, we are delighted to have this association meet in Lima, and I am glad to welcome you here this morning. We have got a good town, and we know it. We have got good people and we know it. We are always glad to have the stranger come into our midst, and take him by the hand and give him a good time. I hope you will have a good time, notwithstanding the abominable wether.

The work in which you are engaged is, to my mind, one of great importance, and brings more happiness to your people than almost any other event of the year. In educating the people and in promoting a higher class of farming, by bringing the people of the county in closer communion, and rousing a generous rivalry, it exceeds everything else that could be gotten up.

Yours is a labor of love. You lose your time, and put forth your best energies to make the Fair a success, and the market to me that your labor is not more appreciated than his.

I remember the first County Fair ever held in Allen County, on the land where Ben Fauror's house now stands, and I see several men here today who were there at that meeting.

The County Fair should be the institution of the year, and in some counties it is made THE INSTITUTION. I know down in Fairfield County it is this way. The people talk about it from the time it closes one year until the next one is held. Their fair has no more merit in it than any other, but they manage to get the hearts of the people interested in it. They don't make their Fair on Thursday, as we do here in Allen County. I do not think it wise to make great attractions on Thursday. Have something for every day. Give them a wedding on Wednesday; a baloon ascension on Tuesday; a horse race on Thursday, and something else on Friday. In this way you make the entire week a success.

Last year I went to our Allen County Fair. I am something of a farmer myself. In leisure time I have devoted considerable of my spare moments to amusing myself with farming. I went to the hog pens and saw some fine hogs, but nobody was there to look at them. I saw some fine cattle, but nobody there interested in them. But there was a great crowd up by the speed ring. I would put the hog pens up where the speed ring is. I don't think County Fairs should make the races the only feature.

Another thing in which I think there has been a mistake made, and that is in the indiscriminate class of amusements that are allowed on fair grounds. In the last

two years it has been my misfortune to have to look after matters of about the same nature as some of these amusements. Little discrimination is used in the amusements that are allowed at the County Fairs. The young people must be amused, but they should be educated at the same time. But the County Fair seems to be the center toward which every miserable, wretched fave in the county navigates. If the young people who attend the fairs, all of them, would take in what us older fellows like to see, it would not be very edifying to them. To illustrate this, only a year ago I went to a County Fair not far from here, and a friend stepped up to me and said: "Here's something I want you to see." We went into one of these sidishows, and when we got in there had to pay a quarter to see the real show, which was a disgrace to exhibit anywhere. You can't bring County Fairs up to the standard they should be unless you eliminate these objectionable and disgraceful features.

I can see great good to come from a meeting of this kind, in exchanging opinions and ideas as to methods, etc. Elevate your County Fairs' have a good time, and front by this meeting.

**RESPONSE TO MAYOR BAXTER'S WELCOME BY C. W. HALFHILL.**

On behalf of the Association, of which I am a member, I assure you we appreciate the welcome which has been tendered us by the Mayor of Lima. I am in sympathy with a great deal of the speaker has said. But I am glad that there are some counties that do not have to hold a camp-meeting after the Fair. I know that some things are objectionable, but it is hard work to eliminate all of the features.

The meeting then got down to business, and took up the regular programme.

"Lessons Learned by Experience" was a valuable paper read by Hon. L. G. Ely.

Advertising the Fair, by C. W. Halfhill, excited much comment.

In the absence of W. R. Noyes, of Bowling Green, the discussion of the above subject was lead by A. P. Sandles, of Ottawa.

Advertising the Fair is certainly the key to the financial situation. My ideas are very much like those of Mr. Halfhill. I think I would begin to advertise the Fair of next year by the Fair of this year. If you do the fair thing, and everybody is pleased, they will help advertise the coming Fair, and such advertising will not cost you dollars and cents.

The first step is to have something good to advertise. Get a good entertainment course, and then advertise it.

Last fall we had a larger attendance than ever before, and we used both the newspapers of the county and surrounding counties, and quite a number of lithographs.

A. Sheldon, of the Fair Publishing House, Findlay, O., made a short talk advocating the use of a fair bulletin which had been used by a number of fairs successfully. New York State ordered half a million of these bulletins for their State fair and Virginia \$30,000. "Newspaper advertising is good, poster advertising is good, bulletin advertising is good. Advertise liberally and judiciously, and you will certainly have good results. As to which gives you the best results will be determined by your Secretary, who gives these matters his close attention, and is well posted."

C. W. Halfhill: "We have a plan in our county which we think is better than the fair bulletin. Get up a big fair edition, using the patent side of your county newspaper. Have cuts made of twelve or fifteen of your exhibits and put them in. We mailed out ten thousand of these last year, using the names on the poll books of the county. The job cost us \$50, and we got \$37.50 worth of advertising from the local merchants, making the net cost only \$12.50." The Privilege Man, M. J. Crawford. (Absent.) Wm. Ruesler, of Allen County, moved to appoint a Committee on Resolutions, which motion was carried. The Chairman appointed C. W. Halfhill, of Mercer County; A. P. Sandles, of Putnam, and Wm. Ruesler, of Allen County on that committee.

A representative of the Calvert Lithographing Co., Louis Littman, suggested to the Association that they club together in placing their orders for lithographs, and thus save about twenty-five or thirty per cent.

J. B. Stuckey—Expert Judges: There certainly is no dispute in the matter of having good judges, for it is to our judges we owe the excellence of our stock, fruit, etc. A high grade of stock and a high standard of fruit have all attained to their superiority through the good judgment of competent men. I am in favor of a single judge system. It was adopted in the late New York horse shows without a dissenting vote. The Fair Association can not be too careful in selecting its judges. One judge should not judge more than one kind of stock. Discussed by L. B. Good.

I would advise you to discard the term "Expert" from your list. I think it is a misnomer. I am in favor of the single judge system, but should not consider a man an expert because he can judge stock. Webster says that an expert is "authority on the subject with which he has to deal." Experts do not agree any more than others. Men to be experts should be authority, and the men selected as judges, who, though capable, could not be called experts. Judges should be well posted. Judges of stock should understand pedigrees and registrations in order to be competent. Whether you should employ men from a distance depends. If you have men at home that are fitted for the work and are honest, they should be employed.

Benefits of Organization, by D. D. Donovan. (Absent.) Subject passed without discussion. Special Attractions—J. L. Halter. (Absent.) Discussed by Geo. Hall, Lima.

If special attractions are judiciously selected, and something that will take, your Fair will be a success. In some places everybody gets ready for the Fair and goes,

and in some places nobody gets ready. Allen County is one of these places. But it a Fair is going on at Wapakoneta or some other neighboring county, they will go and get on a jamboree. They will go through the dust of a distant fair when they want to take a car and go to their own.

I believe in a good drawing card, something out of the usual, something that will attract. We must not move along in the same old rut. Get the people waked up, and they will come.

Speed Department—Dr. Geo. Hall:

I was down at Washington trying to get the post office, and was not aware that I was on the program here to-day. But I never saw the time I could not say a word about speed races. This is one of the things that you can provide for the Fair. Good races always draw a crowd. Our driving association always has a good crowd, and their meeting is always a success. They have no stock to sell in their association. One thing fairs are too numerous in the purses they offer. I have noticed in our surrounding fairs that those who gave the largest purses draw the largest crowd. I would not go to a fair that did not have trotting. At Ottawa they give good purses, and last year they made \$800. Good purses will draw racers from all over and crowds for thirty and forty miles.

Discussed by Phil. Hume, Wapakoneta:

I have occasionally seen a race horse, and once in a while, in the summer time, I stay a few of them. You want to know the effect of racing on the fair. Wherever liberal purses have been offered I have seen good crowds. If you have good racing on the first day, you will have good crowds on the third day, and so on through the week. If you have a crowd of ten thousand at the fair, six thousand will be interested in seeing the speed horses come down the line. Of course, you must have other attractions, but the speed department is the important one. The majority of people like to see running races. It is a good plan to have a trot, a running race and a pace every afternoon. I have noticed that people would be quiet and disinterested during some of the other races, but when the running horses are brought out they would be interested and all in a bustle. Have a variety of classes, and give good purses, and I will guarantee you will have a good fair.

Family Tickets, by J. J. Cole, Findlay. (Absent.)

Admissions, by E. W. Porter. (Absent.) These two subjects were discussed by Messrs. Gilpin, of Van Wert; Shaffer, of Auglaize, and Dr. Paul, of Putnam County.

A great many fairs are issuing family tickets, and the general opinion is that it should be discontinued. It was the general opinion that fairs are imposed upon a great deal by the exceedingly large families about fair time. Most fairs issue a membership ticket with four coupons attached, and this was generally conceded to be a good plan. Should the Fair Receive Assistance from the County Commissioners, J. S. Slager. (Absent.)

Discussed by Mr. E. B. Gilliland, of Van Wert County. Many societies will go to the wall if they do not receive assistance. I think it would be a good plan to have a bill passed authorizing the County Commissioners to levy a tax not to exceed one-tenth of a mill, and not exceed \$1,000 for any one county. The commissioners should have that much power. I think, and it would place us on a substantial footing in case of bad weather.

Mr. Shaffer, Wapakoneta: I don't think there would be any trouble in getting a bill of this kind passed, as we have the assurance from our representative in the State Senate, Mr. Ironin, that he will do all he can to get this through.

Dr. Paul, Ottawa: County Commissioners have a right to turn over to agriculture societies a portion of the dog fund for this purpose. I think Fairfield County has done this. Now, it seems to me that a bill making that general throughout the State would be better than a bill requiring taxation.

Dr. Hall, Lima: Some counties have no surplus dog fund, and, therefore, could get no help from the county. The county should stand up for the fair as a parent should for its child. I believe in passing a bill giving the commissioner the right to levy a tax for a fund for this purpose.

Police—Fried. Wiemeyer, New Bremen: We have always had ten policemen, but I believe the Board is in favor of employing just half that number for next year, paying them \$1.75 per day. We shall have two to watch the fakes and privilege men, two to keep people off the race track, and one to patrol the grounds.

Dr. Paul, Ottawa: Over in our county we have a crowd, and have to have seventeen or eighteen police. All the members of the Board are sworn in as special officers for that time.

E. B. Gilliland, Van Wert: We have a chief and sixteen police. The chief is mounted, and is always where he can be seen if he is needed. We pay the police \$1.25 per day.

The Exhibitor's Fee—F. H. Rummel, Ada. (Absent.) Subject passed.

Salary of Officers—T. B. Tucker, Toledo. (Absent.) Brown County pays \$15 per year to the secretary and \$75 to the treasurer, and they employ their own assistants.

Van Wert County pays \$50 a year to her secretary.

Dr. Paul, Ottawa: Putnam County pays her secretary \$200, and he pays all his assistants. This year we pay him \$300. Salary of a secretary should be governed by his fitness. When you have a man practically fitted for the place, keep him.

Harrook County pays each member of the board \$2 per day for each meeting. President gets \$50 per year, and the secretary \$175.

Darke County pays each member \$2 per day for each meeting, secretary \$250, and

treasurer \$50, and they furnish their own help.

Auglaize County pays each member of the board \$2 per day for each meeting; secretary \$200, and treasurer \$50 per year, and they furnish their own help.

Allen County pays secretary \$125, and treasurer \$50 per year.

Shall each Township have a Member on the Board of Directors? T. H. Howersock, Lima, O. Passed.

Revising the Premium List—D. Swartout.

This matter of revising the premium list is something that must be acted on differently in each county. What we might do in Van Wert County might not suit other counties. There are some things which our county has adopted which pay. For instance, I received a letter from a Darke County director, asking to what we attributed the success of our grab and fruit exhibits. We offer premiums on different varieties of fruits and different kinds of grabs, and then on others as the exhibits merit. We were formerly open to the world, but the foreign exhibitors in the art department discouraged the ladies at home; so last year we restricted some exhibits to our home county.

Mr. Johns, Van Wert: Are not the ladies a part of the county and a part of the fair? I haven't heard a word yet about the ladies. I may be called a ladies' man, but I want to say we often fall to get the ladies interested in the fair. Go out and tell the ladies that the fair belongs to them just as much as it does to the rest of us. Once get their interested and you will get a crowd. It is a good idea to pick out a lady in each township to see the other ladies and interest them.

Next three subjects passed; participants absent.

After the different subjects had been discussed, the association proceeded to transact its business. An organization was formed of the following counties: Auglaize, Allen, Putnam, Van Wert, Harrook, Fulton, Mercer, Darke, Itrowne, Union, Williams, and the Ada Tri-County Fair Association and the New Bremen Fair Association.

For the selection of the next place of meeting two places were proposed, Lima and Van Wert. Lima received seven votes and Van Wert three, and the society decided to hold the next meeting at this place.

By a unanimous vote Mr. Harrod was re-elected President for the coming year, and A. P. Sandles was chosen secretary.

Mr. J. S. Stuckey, of Van Wert, was chosen first vice president, and C. W. Halfhill, of Mercer, second vice president. The Executive Committee will consist of the president, secretary and the two vice presidents, and also Agnew Welsh, of Hardin County; D. A. Johns, of Van Wert County, A. E. Schaffer, of Auglaize County, and W. A. Williamson, of Hancock County.

L. G. Ely, of Fayette County, C. W. Halfhill, of Mercer County and William Ruesler, of Allen County were selected a committee to urge upon the legislature to pass the law which enables the different agricultural associations to receive a certain amount of money by taxation.

The society thanked the press of western Ohio a Vote of thanks for the interest it took in the Association, and in advertising it.

The Committee on Resolutions presented the following, which were unanimously adopted:

Gentlemen—Your committee appointed on resolutions beg leave to report as follows:

Resolved, That we are in favor of the present State law regulating the sale of intoxicating liquors, and that each member of this Association request its representatives and senators to use all honorable means to prevent its repeal.

Resolved, That it is the sense of this body that is not the best interests of fairs to sell any privilege on a per cent.

Resolved, That we urge all county societies to organize themselves into circuits for mutual benefit and advertising purposes.

Resolved, That we believe the agricultural fairs of Ohio are a very great source of education to the people who attend them, and should receive some recognition and support from their respective counties, and we hereby heartily support the suggestions along this line, and that the chairman of this meeting be authorized to appoint a committee, and they be authorized to formulate some plan, and that they confer with members of the general assembly in regard to securing the passage of a measure along that line.

Resolved, That it is the judgment of this body that better results would be obtained if the speed class and entry books should be made as nearly uniform as possible in all county fairs.

Resolved, That the secretary of each member of the association forward, at the close of the fair, to all members of this association, the names and addresses of all unredeemable privilege men and the amount of their indebtedness, if any, and we hereby pledge ourselves not to allow said parties to operate on our grounds, until such delinquency has been paid.

Resolved, That we are heartily in favor of the bill introduced in the Ohio Legislature by Representative Kenny, of Mercer County, requiring the county commissioners of any county owning agricultural or fair grounds property, to keep the same insured.

Resolved, That our thanks are due, and are hereby tendered to the county commissioners of Allen County, for the use of the court room for the meeting, and to the members of the Allen County Board, and the Mayor of the city of Lima, for their hospital welcome, entertainment and courtesies extended during this session.

C. W. HALFHILL,  
WM. RUESLER,  
A. P. SANDLES,  
Committee.

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Cosmopolitan . . . . . 1.00	Peterson's Magazine . . . . . 1.00	Inland Printer . . . . . 2.00	Scientific American . . . . . 3.00
Delineator . . . . . 1.00	Popular Science Monthly . . . . . 5.00	Lippincott's Magazine . . . . . 3.00	Scribner's Magazine . . . . . 3.00
Dramatic Magazine . . . . . 2.50	Public Opinion . . . . . 2.50	McClure's Magazine . . . . . 1.00	Youth's Companion . . . . . 1.75

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LIST OF FAIRS. 1898

This list is revised and corrected monthly. Secretaries are urged 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.

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ALABAMA.

Anniston - Oxford Lake Northeast Alabama Fair assn Oct 15 to 22 W F Higgins pres Dr T W Ayers sec Geo W Riehlberger treas

GEORGIA.

Macon Carnival Oct 11 to 13.

ILLINOIS.

Avon Avon fair Aug 23 to 26 D R Bowton pres Julian Churchill sec
Carmi White county Agr Board Sept 6 to 10
Elvis Stinnett pres R L Organ sec
La Harpe La Harpe Dist fair assn Aug 22 to 26
Ed Wilcox pres C H Ingraham treas W E Miller sec
Le Roy Le Roy fair and agr assn Sept 5 to 9
J W Birney sec
Monticello Piatt county agr society Aug 15 to 19
Wm H Kratz pres O W Moore treas C A Gattman sec
Rockford Winnebago county agr society Aug 29 to Sept 2 D W Barningham pres C O Uman treas J B Whitehead sec
Rushville Schuyler county agr board Aug 8 to 12
Hon Perry Logsdon pres Orson Pettijohn treas A P Rodewald sec
Shelbyville Shelby county agr board Sept 6 to 13
Philip Parker pres Chas E Keller treas Geo A Roberts sec
Springfield State fair Sept 26 to Oct 1

INDIANA.

Boswell Benton-Warren agr society Sept 5 to 9
Henry Robertson pres H W Dummick treas W K McKnight sec
Franklin Johnson county agricultural horticultural and park assn Aug 30 to Sept 3 S W Dungan pres Samuel Harris treas W S Young sec
Indianapolis State fair Sept 12 to 17
Swayzee Swayzee tri-county agr society Aug 23 to 26 G W McNamaman pres Point Isabell
Ind H T Munia treas E C King sec
Terre Haute Viro agr society Geo A Schaal pres John M Clift treas W H Duncan sec

IOWA.

Belle Plain Big Four fair Sept 13 to 15 W J Guinn pres J C Milner sec
Bloomfield Agr society of Davis county A F Smith pres Drakeville W T Denpre treas J C Bronhard sec
Carroll Carroll county fair and driving park assn Aug 16 to 19 A L Wright pres R E Cochran treas H A Junod sec
Des Moines State fair Sept 12 to 17
Holstein Holstein district agr society Sept 5 to 8 C B Bush pres Washta la F Indorf treas W F Hutton sec
Independence Buchanan county agr society Sept 6 to 9 L J Dumlup pres Wunthrop Ia W W Donnan treas A H Farwell sec
Osage Mitchell county agr society Sept 11 to 13
Lodi W L Eaton pres J L Sweney treas W C Moss sec
Osaka Iowa Wahaska county fair assn Geo S Prine pres Chas E Toiland treas L T Shangle sec
Seymour Seymour district agr society Sept 12 to 16 J T Lowry pres M H Wilson treas R E Lowry sec
West Liberty Union district agr society Sept 5 to 8 Albert Whitacre pres F E Thomas treas W H Shipman sec

KANSAS.

Garnett Anderson county fair assn Aug 30 to Sept 2 Thos Gowdy pres M L White treas C H Rice sec
Oskaloosa Jefferson county Agr and Mec assn Sept 6 to 10 Edwin Snyder sec
Stockton The Rooks county fair assn O A Higgins pres Chas Alexander treas David B Smyth sec

KENTUCKY.

Ewing Ewing fair co Sept 6 to 10 C W Williams pres Reed Ky J G Collin treas S H Price sec
Glasgow South Kentucky fair ground assn W A Huggins pres Cave City Ky Thos Dickerson treas J T Carter sec
Hartford Ohio county fair Sept 20 to Oct 1 T L Griffin pres Ohio County bank treas W G Hardwick sec
Louisville Louisville driving and fair assn Frank P Kenney sec
Madisonville Hopkins county fair co Aug 21 to 27 C G Givers pres R C Topp treas H H Holean sec
Owensboro Davies county fair Oct 4 to 7

MAINE.

Richmond Richmond farmers' and mechanics' club Sept 27 Silas E S Kilkins pres D W Alexander treas C E Dinslow sec
Topsham Sagadahoc agr and hort society Oct 11 to 13 W B Kendall pres Bowdoinham L R Smith treas Brunswick W S Rogers sec

MARYLAND.

Easton Aug 30 to Sept 2
Frederick City Frederick county agr society Oct 11 to 14 Chas W Hargett pres D V Stauffer treas Harry C Keeler sec
Hagerstown The Great Hagerstown Fair John W Stonebraker pres John D Brewer treas P A Witmer sec

MASSACHUSETTS.

Amesbury Amesbury and Salisbury fair Sept 27 to 29
Amherst Hampshire fair Sept 15 and 16
Athol The Worcester northwest agr and mechanical society Sept 14 and 15 Arthur F Tyler pres J N Goodspeed treas Arlington F Stratton sec
Barnstable Barnstable county fair Aug 30 to Sept 1
Barre Worcester county west agr society Sept 29 and 30 Austin F Adams pres Barre Plains Chas H Follansby treas Matthew Walker sec
Blandford Union fair Sept 14 to 16
Boston Massachusetts Horticultural assn Sept 29 and 30
Bridgewater Plymouth county fair Sept 14 to 16
Brocton Brocton fair Oct 5 to 9
Charlemont Deerfield valley Sept 15 and 16
Cummington Hillside Sept 27 and 28
Enfield Union agr society Olin S Olmstead pres

Frammingham Middlesex south assn Sept 15 to 17
Great Barrington Hoosaticum Sept 25 and 26
Greenfield Franklin county Sept 22 and 23
Hingham Hingham Sept 27 and 28
Lancaster Worcester east assn Sept 15 and 16
Lowell Middlesex north assn Sept 15 to 17
Marshfield Marshfield agr and flor society Francis Collamon sec North Pembroke Mass Middlefield Highland Sept 7 and 8
Nantucket Nantucket fair Aug 31 to Sept 1
North Attleboro Manufacturers' agr society Aug 30 and 31
North Adams Hoosac valley agr society Sept 21 and 22 Goo Z Dean pres Cheshire E M Meekins treas Geo F Miller sec
North Ampton Hampshire Franklin and Hampden Oct 5 and 6
Oxford Oxford fair Sept 28 and 29
Palmer Eastern Hampden Sept 20 and 21
Peabody Essex fair Sept 20 to 22
Pittsfield Berkshire fair Sept 15 to 15
South Weymouth Weymouth fair Sept 29 to Oct 1
Spencer Spencer fair Sept 22 and 23
Sturbridge Worcester south Sept 15 and 16
Taunton Bristol county fair Sept 29 to 22
Uxbridge Black-stone valley Sept 27 and 28
West Tisbury Martha's vineyard assn Sept 20 and 21
Worcester Worcester fair assn Aug 30 to Sept 2

MICHIGAN.

Grand Rapids State fair Sept 7 to 10
Hillsdale 45th Hillsdale fair Sept 2 to 6 Dwight A Curtis pres Fred A Rothhsilberger treas C W Terwilliger sec
Keed City Tri-county Exposition and Fair Sept 20 to 22 Amos Rosenberg pres L K Parkhurst treas T R Welsh sec

MINNESOTA.

Austin Mower county agr society J J Furlong pres W C Holmes treas N S Gordon sec
Morris Stevens county agr society G C Towner pres Samuel Larrow treas D T Wheaton sec
Owatonna Steele county agr society Clarke Chambers pres N J Schafer treas J Frank Dean sec
St James Agr Assn of Watonwan county M S Crowley pres F O Meara treas F B Lynch sec
St Paul State fair Sept 5 to 10

MISSOURI.

Huntsville Huntsville fair assn Dr W P Terrill pres P L Vasse treas J J Baker sec
St Louis State fair Oct 3 to 8

NEBRASKA.

Indianola Red Willow county agr society Sept 13 to 16 S R Smith pres L L Miller treas W A M Cool sec
Omaha No fair in 1898 Milton Doolittle pres North Platte Edmund McIntyre treas Seward Robt W Furnas sec Brownville

NEW JERSEY.

Trenton Inter-State fair assn Sept 16 to 30 John Taylor pres A R Kuser treas John G Muirhead sec

NEW MEXICO.

Raton Northern New Mexico fair assn C M Bayne pres C F Reinsburg treas D G Dwyer sec

NEW YORK.

Albany Albany county fair assn
Brookport Brookport Union agr society Sept 28 to Oct 1 Elias Garrison pres Robert C Hill treas Geo B Harmon sec
Brookfield 4th annual Brookfield fair Sept 19 to 22 N A Crumb sec
Boonville Boonville fair assn Sept 6 to 9 Frank W Smith pres E G Palmer treas W H McClusky sec
Chatham Columbus county agr society Sept 6 to 9 J P Mickle pres H J Barringer treas W A Dardess sec
Hamburg Erie county agr assn Sept 13 to 17 E E Hepp pres Arthur N Y J A Kloepfer treas Hamburg G P Dick sec Lawton
Ithaca Tompkins county agr and hort society Sept 6 to 9 C S Seamon pres E D Shurtz treas A G Geming sec
Oneonta Oneonta fair Sept 12 to 15
Syracuse State fair Aug 29 to Sept 4 Genl Benj F Tracy of Brooklyn pres W Judson Smith treas Syracuse Jas B Docharty sec Albany

NORTH CAROLINA.

Newbern Annual Exhibition of East Carolina Fish Oyster Game and Industrial assn Feb 28 to Mar 5 Wm Dunn pres Geo Green sec

OHIO.

Columbus State fair Aug 29 to Sept 3
Coshocton Coshocton county agr assn Oct 11 to 14 Robt Boyd sec
Fostoria Northwestern Ohio fair co Sept 13 to 16 N Sultansman pres N Burtcher treas Geo W Cunningham sec
Richwood Tri-county fair Oct 11 to 14

OREGON.

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

PENNSYLVANIA.

Allentown Allentown fair Sept 10 to 23 Jeremiah Roth pres W K Mohr sec
Clarion Clarion county fair assn Sept 16 to F Henry pres Peollett J J Frazier treas S S Sanglein sec
Mansfield Mansfield fair Sept 27 to 30 John M Barden pres J A Elliott sec W D Husted treas
Troy Troy agr society Sept 13 to 16 John E Dobbins pres E Everett Van Dyl e treas John A Parsons sec

RHODE ISLAND.

Cranston 5th annual Rhode Island State fair Providence state fair assn Sept 3 to 9 F E Perkins pres Earl H Porter treas Walter W Dexter sec

SOUTH CAROLINA.

Georgetown Colored state fair R B Anderson pres

TENNESSEE.

Alexandria Alexandria fair Sept 22 to 24 J W Kurland pres W W Neal treas Rob Roy sec
Knoxville East Tennessee fair assn J W Borchers pres Howard Karnes treas H N Camp sec

TEXAS.

Dallas Texas State Fair and Dallas Exposition assn Oct 1 to 10 Sydney Smith sec and genl manager
Houston Afro-American Fair and Interstate Expo Sept 1 to Nov 30 Bishop A Grant pres F J Richardson sec
San Antonio Guadalupe valley fair assn Geo C Robinson pres Geo C Vaughan treas Chas Real sec

VERMONT.

Battleboro Valley fair assn Sept 28 and 29 G W Hood pres J J Estey treas L L Stickney sec
Rutland Rutland county fair Sept 13 to 15
St Johnsbury Caledonia county fair Sept 20 to 23 Dr T K Stiles pres Frank Brooks treas F S Harriman sec

WISCONSIN.

Chetek Barron county agr society Sept 6 to 8 W W Plum pres W A Kent treas Cameron Jos E Cartwright sec
Milwaukee State fair Sept 19 to 24

CANADA.

London 11th The Western fair assn Sept 8 to 17 Col Wm Gartschore pres D Mackenzie treas Thos A Brown sec
Pre-cott South Grenville agr society Sept 20 to 23 John Jackson pres Cardinal Out T R Melville sec
Stanstead Que Stanstead live stock assn Ft'd Aug 21 to 26 Geo Davids n pres Fairfax Que A W Thompson treas Stanstead Que E P Ball sec Rock Island Que

Send in Your Fair Dates. Expositions.

Niagara Falls N Y Pan-American Exposition 1898 R C Hill sec
Oakland Cal J W Nelson pres Geo Roth sec Union National Bank treas
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898
Philadelphia Pa Exposition of American Manufacturers' 1898 Dr William Pepper chairman
Pittsburg Pa Exposition 1898
St Louis Mo Exposition 1898

Horse Shows.

Brooklyn N Y Horse show Brooklyn riding and driving club J H Walbridge
Germantown Pa May 23 to 28
Muneca N Y Queen's county second annual horse show May 12 to 14 Hon W C Whitney pres Sam Willets sec
Washington DC Horse show April H E Field promoter

Dog Shows.

Baltimore Md Baltimore Kennel Club March 22 to 25
Cedar Rapids Ia Cedar Rapids' kennel club's second annual dog show Mar 22 to 25 G Henderson sec
Columbus O Columbus dog fanciers' club
Kansas City Mo Kansas City 2d annual dog show Mar 15 to 18 A E Ashbrook sec
St Paul Minn Northwestern kennel club's 2d annual show Mar 8 to 11 F E N Howards sec
Woonsocket R I R I Kennel club Mar 26

Poultry Shows.

Austin Austin Poultry assn Jan 11 to 13 1899
Birmingham Ala Dec 1898 J H McCaffrey pres
New York City International Health Exhibition April 25
Tipton Ind The Madison and Tipton Counties Poultry and Pet Stock Assn June

Races.

Buffalo N Y Aug 16 Grand trotting circuit
Cleveland O July 25 Grand trotting circuit
Columbus Ga Aug 2 Grand trotting circuit
Detroit Mich July 15 Grand trotting circuit
Et Wayne Ind Aug 9 Grand trotting circuit
Glens Falls N Y Aug 23 Grand trotting circuit
Hartford Sept 5 Grand trotting circuit
Portland Sept 12 Grand trotting circuit
Readingville Aug 30 Grand trotting circuit
Rome Ga Spring Meet April 18 to 26
Saratoga N Y July 28 to Aug 28 Saratoga racing assn

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



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.

- Albany Ga 10th annual session of the Georgia Chautauqua March 27
Albany N Y A O H of America April 12 to 16
Atlanta Ga Confederate Veteran Reunion July 20 to 21
Atlanta Ga Semi-centennial celebration May 4
Baltimore Md American Pharmaceutical Assn Aug 29 to Sept 12 James H Bobbitt sec Raleigh N C
Baltimore Md Supreme Council of Chosen Friends 3d Tuesday Sept 1899 S K Wagner supreme sec Phila Pa
Hinghamton N Y New York State Assn of School Commissioners and Superintendents Nov 1898 Miss Cora A Davis sec Whitesboro N Y
Boston Ga Art floral and industrial assn Philomatic hall April
Boston Mass Catholic Total Abstinence Union July
Boston Mass American Poultry Assn July 18 1898
Boston Mass Sovereign Grand Lodge I O O F 1898
Boston Mass New England Sportsmen's Exhibition March 14 to 26 sec 216 Washington St Boston
Boston Mass Ancient Order Hibernians July 1898 Jas O'Sullivan nat sec Philadelphia Pa
Boston Mass Mid-Summer Meeting American Whist League July 11 Hotel Vendoume Pres Mandell Detroit
Boston Mass Massachusetts charitable mechanical assn Oct and Nov
Boston Mass New England baby show assn March 14 to 19 36 Bromfield St
Boston Mass American street railway assn Sept or Oct
Bowling Green Ky 100th anniversary celebration March
Brooklyn N Y Food exhibition March 9 to April 6 T H Noonah mgr New Rochelle N Y
Buffalo N Y Baptist young people's union July
Buffalo N Y N Y State bill posters' assn convention July 11
Canisteo N Y Steuben county firemen's assn during summer
Cayuga Island (near Niagara Falls) Pan American exposition May 1 to Nov 1 Hon W Caryl Ely director R C Hill sec Buffalo N Y
Cedron N Y Photographers' convention July 11 to 15
Charleston Mass 17th of June carnival assn July 17 Edw W Presho pres Wm S Tolman sec John Hurley treas
Chattanooga Tenn Spring festival May 3 to 5
Chattanooga Lake N Y American Assn of Librarians 1898 Melville Dewey sec Albany N Y
Chicago Ill International assn of distributists July 19 to 22 W H Steinbrenner sec Cincinnati Cincinnati O Annual Convention of Master Horsehoers Oct 11 1898 W J Moore sec Pittsburgh Pa
Cincinnati O Triennial Meeting General Grand Chapter Sept 1898
Cincinnati O Saengerfest Jubilee 1899
Cincinnati O Catholic Knights of Ohio 1898 James A Dailey sec Toledo O
Cincinnati O Grand Council R A M Sept 27 1898
Cincinnati O National Encampment G A R Sept 5 to 10
Cincinnati O Grand Chapter Sept 28 and 29 1898
Cincinnati O American Foundrymen's Assn May 1898
Cincinnati O National Embalmers' Assn 1898
Cincinnati O Supreme Council Ancient Accepted Scottish Rites Sept 20 1898
Cincinnati O Beta Theta Pi Fraternity Annual Convention July 1898
Cincinnati O Wholesale Saddlery Assn Oct 27 to 29
Cincinnati O National Laundrymen's Assn 1898 H W Soper sec Cleveland O
Cincinnati O Grand Court Ohio Foresters 1898
Cincinnati O National Convention of Elocutionists June 27 to 30 1898
Cincinnati O V M C A Golden Jubilee 1898
Cleveland O Brewmasters' National Assn Sept 1898
Columbus O State Encampment G A R May 18 and 19
Columbus O Masonic Grand Lodge Oct 1898
Concord N H Encampment of N H Dept G A R April 13 and 14
Council Bluffs Ia Interstate Sheriff's Convention June 14 to 16 1898 W C Havenport sec Sioux City Ia
Dayton O Fairview Park Jas Graubaum mgr
Dayton O Southern diocese of Ohio convention Bishop Vincent chairman Cincinnati O
Denver Col American Medical Assn June 7 to 10
Denver Col Biennial Convention of the General Federation of Women's Clubs June 23 to 27
Denver Col American Medical Assn June
Denver Col National Dairy Commissioners' Assn August
Drby Conn Field day Brigade W R K May
Detroit Mich National Evangelization Union 1898 Rev F Mason cor sec North New York
Detroit Mich American Society of Civil Engineers July 1898
Detroit Mich International Assn of Coupon Ticket Agents Sept 1898
Detroit Mich Maccabee Convention June Nov 1898 Rev F Mason North cor sec New York City
Detroit Mich Quarter-centennial celebration Mich board of health July 30
Elmira N Y Independent Order Odd Fellows August 1898
Elmira N Y National Convention of Police and Alarm Superintendents Aug 9 and 10
Evansville Ind First Convention of State Paediatric society May Di P I Barcus pres Crawfordville Ind
Frederick City Md United Brethern Church of U S and Europe centennial celebration 1891
Grand Rapids Mich Railroad Master Blacksmiths' National Convention 2nd Tuesday Sept 1898 D D Garrabraut sec Atchison Kas

- Gardenhutzen O Centennial celebration Sept
Gueneville Cal Water carnival
Houston Texas Afro-American fair
Hutchinson Kas Kansas Musical Jubilee May 23 to 27 B S Hoagland sec
Indianapolis Ind Conclave of the Supreme Lodge K of P August 25 1898
Indianapolis Ind Convention Improved Order of Red Men Sept 13 1898
Indianapolis Ind National Laymen's Convention M E Church Oct 1898
Indianapolis Ind National Convention Epworth League 1899
Indianapolis Ind National Prison Congress Sept 1898
Indianapolis Ind League of American wheelmen Aug 9 to 13
Indianapolis Ind Racing meet L A W Aug 9 to 13
Kansas City Mo Colored Baptists Sept 1898
Kansas City Mo American National Baptist Convention
Kansas City Mo National Harness Mfrs and Dealers Protective Assn Sept 13 to 15
Kansas City Mo American Federation of Labor Dec 1898 Frank Morrison sec
Kansas City Mo National Building Trades Council 1898 W H Steinbrenner sec St Louis Mo
Kansas City Mo Missouri state fish and game protective assn tournament May 16 to 21
Little Rock Ark State Democratic convention June 21
Louisville Ky Junior Order United American Mechanics June 21 to 24 1898 Edward S Deemer nat'l sec Philadelphia Pa
Louisville Ky Salesmen Benevolent assn July
Macon Ga Diamond jubilee carnival Oct
Madison Wis State Semi-Centennial Celebration June 7 to 9 1898 Reuben G Thwaites sec Milwaukee Wis State Semi-Centennial Celebration June 27 to July 2 Reuben G Thwaites sec Madison
Milwaukee Wis National Catholic Teachers' Convention Aug 2 to 4 Address Catholic Normal School St Francis Wis
Milwaukee Wis National Hardware Assn Nov 16 1898
Mt Clemens Mich Convention of Gas Men May 19 to 21 1898
Nashville Tenn International C E Convention July 6 to 12 B F Alexander sec
New Britain Conn State encampment G A R May 11 and 12
New Orleans La Southern assn amateur athletic club May 14
New Orleans La B P O Elks convention May 10
New Orleans La Brotherhood of R R trainmen May 1899
Newtown Vt Oat races Decoration day
New York City National Sculpture Society 1898 Mr Barr Ferree sec 112 Wall street
New York City National charity conference Carnegie hall May 18 to 25 Jos H Choate pres J H Schiff treas
New York City Greater New York celebration May 4 to 6
New York City Commercial Travelers' Fair February 25 to March 5 1898 Alfred Chasseaud manager
New York City National Music Teachers' Assn 1898 James P Keough sec New York City
New York City Electrical exhibition May 2 to 31
New York City G A Wood sec West Medford Mass
New York Grocers' exhibition Oct J W Callahan managing director
New York International health exposition May Chas F Wingate director
New York Synagogue fund fair April 18 to 23 A H Seckel sec
New York Birthday celebration May 4 to 7 Fifth Avenue Hotel headquarters
New York City Society of the Cincinnati May 1898
New York City Archbishop Corrigan's jubilee May 4 Bishop Farley pres
Niagara Falls Pan-American Exposition May 1 to Nov 1 1899 R C Hill sec Buffalo N Y
Omaha Neb Supreme Council Ancient and Accepted Scottish Rite southern and Western Masonic Jurisdiction Oct 1898
Omaha Neb National Assn of Postal Clerks June 1 1898 G A Wood sec West Medford Mass
Omaha Neb Sons of Veterans National Encampment Sept 1898 Charles K Darling commander in chief
Omaha Neb National Eclectic Convention 1898
Omaha Neb American Institute of Homeopathy June 1898
Omaha Neb National Road Parliament 1898
Omaha Neb Annual Convention National Republican League June 14 to 16
Omaha Neb Louisiana Press Ass 1898
Omaha Neb Surgical and Gynecological Assn Dec 5 to 29 G H Simmons sec Lincoln Neb
Omaha Neb Tournament Nebraska State sportsmen's assn May 24 to 27 F Parmelee sec
Omaha Neb American Institute of Homeopathy June
Ottawa Kan American Public Health Assn Sept 1898 Dr C O Probst sec Columbus O
Parkersburg W Va Tournament W Va State sportsmen's assn June 8 to 10
Peoria Ill Illinois State sportsman's assn tournament June 7 to 11
Philadelphia Pa German American Journalists' Assn Date not decided
Philadelphia Pa National Assn of Agricultural Implements and Vehicle Manufacturers 1898
Philadelphia Pa Food show 3d regiment armory Autumn 1898
Pittsburg Pa Grand encampment of Knights Templars 2d Tuesday in Oct 1898 W H Melish Jr Junior Warden
Pittsburg Pa Biennial Convention of the Knights and Ladies of Honor of Pennsylvania 1899 grand sec Fred Voelcker Philadelphia
Reading Pa Celebration 100th birthday June
Richmond Va Association of Railway Superintendents of Bridges and Buildings Oct 18
Richmond Ind National Conference of Friends Aug 1898
Rochester N Y Jubilee Celebration of 50th Anniversary of Spiritualism June 1 to 8 1898
Rock Island Ill Union Veterans' Union 1898 Gen H L Street commander-in-chief Washington D C
Sandsky O Master Painters' and Decorators' July 26 to 28
San Francisco Cal Northern Baptist Convention 1899
Santa Rosa Cal Rose carnival and state meeting K of P May
Saratoga N Y National Car Builders' Assn Convention June 15
Savannah Ga Travelers' Protective Assn Convention April 11 to 14

...THE RELIABLE Bill Posters and Distributors' Directory...

A neat and handsome book, 3 1/2 by 6 inches, elegantly printed and bound in leatherette covers. This directory is intended as a handy reference book for advertisers who employ Bill Posters and Distributors, and it is furnished to all such advertisers, in the United States, absolutely free of any cost.

A man must either advertise these trying times or go to Klondike. I like your Directory plan.—D. M. Smith, Oakland, Minn. I know it pays to advertise. Your Directory will pay your patrons and yourself.—Robert Luther, Whitehall, Illinois.

We think it a good idea to publish such a book. You can certainly have our advertisement, as we are always ready for more business.—National Distributing Co., Detroit, Mich.

This issue will be the grandest work of the kind ever published in America. Here is an opportunity to secure a standing advertisement, worth twenty dollars for fifty cents. The time is now short; write for particulars at once.

FRANK V. DRAPER, Publisher, Fifth and Locust Sts. DES MOINES, IA.

- Shillington Pa Tournament Pa State sportsmen's assn March 29 to April 1
Springfield Mass State encampment G A R 1899 St Joseph Mo Jubilee April 13 and 14 A P Clayton
St Louis Mo Wholesale Drug Assn National Convention October 1898
St Louis Mo Carriage Builders' National Assn Sept 1898 H C McNear, sec Wilmington Del
Syracuse N Y Semi-Centennial Oct 11 to 17 1898
Syracuse N Y Women's Baptist Foreign Mission society April '0
Toledo O Letter Carriers' National Con Sept 5 1898
Toledo O Grand Army of the Tennessee 1898
Toronto Ont Annual Convention Keeley League Aug 1898 Chas J Paddock sec 269 Dearborn St Chicago Ill
Toronto Ont Carnival July 18
Trenton N J Annual convention Ancient Order of Hibernians June 27
Troxtown O Convention of Ohio Spanish merino sheep breeders' assn April 20 John S Dustin pres Granville Wesley Bishop sec Trayton O
Utica N Y G A R State Encampment May 18 and 19
Washington D C National Educational Assn July 9 to 14 Irwin Shepard sec Winona Minn
Washington D C National Educational Assn July 7 to 13 Arthur O'Neill sec 1410 G street
Washington D C Knights of Malta annual convention Oct 17 to 21
Waterbury Conn Hibernian celebration May 23
Wheeling W Va Reunion of the Society of the Army of West Virginia Sept 1898
Williamsport Pa Union Veterans Legion 2nd Wednesday Oct 1898

We Desire This Information From Every BILL POSTER ....in the United States and Canada.

- How Many 42x7 Snipes to advertise your town thoroughly
How Many 1 sheet Posters " " " "
How Many 3 " " " "
How Many 8 " " " "
How Many 16 " " " "

Lowest Net Prices. Each Used Separately. BEST DISPLAY ONLY, WITHOUT EXTRAVAGANCE OR WASTE.

Great Western Printing Co., Printers, Lithographers and Engravers. 511-513 Market St., St. Louis, Mo.

THE MANHATTAN PRESS-CLIPPING BUREAU. NEW YORK. LONDON.

ARTHUR CASSOT, Manager. Knickerbocker Building. No. 2 West 14th St., New York. Supplies press clippings for Trade Journals, and on all subjects. Best facilities. HON. CHAUNCEY M. DEPEW is one of our regular patrons. HON. CALVIN S. BRICE: You have the best facilities of any one in the field in your business.

DAYTON, O., Is distributed in member of the I. A. of D. This is sufficient guarantee of results. Address

JAS. B. MCCONNON 721 E. SECOND ST.

ARTHUR LEONARD, Advertiser and Distributor, 1238 Jackson Street, DUBUQUE, IA. If you wish best results, let me do your distributing and sign tacking. Honest work. Prices reasonable for good service.

DETROIT, MICH., 297 Cass Ave., NATIONAL DISTRIBUTING CO., Distributors and Sign Tackers. Est. 1884. Reliable help. No boys.

THE BRASS CITY DISTRIBUTING AGENCY Covers the State of Connecticut. Pop. 746,256. Located in New Haven county, pop. 300,000. Distributing, Sampling and Sign Tacking. All work guaranteed to give satisfaction. Member of Will A. Molton Distributing Agency. C. H. TRASK, MGR. BOX 157. WATERVILLE, CONN.

FRANK LITTLE & SON, Bill Poster and Distributor. PORTLAND, MICH. Pop. 2,000.

TRY US!

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

The CURRAN Company

DENVER, PUEBLO and COLORADO SPRINGS

GENERAL OFFICE.

DENVER



Something New For Everybody! ...THE... ELECTRIC SPONGE

sells to every drug store and grocery. They instantly clean and polish all metals and glass, and used in place of Soap for the face, hands and bath have no equal. Will remove the dirt and keep the skin clean, soft and heal hy. Agents' canvassers make big profits selling them. No money required to start you. Sample by mail post-paid for 15 cts. in stamps.

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



WILSHIRE POSTING CO., 636 BROADWAY, LOS ANGELES, CAL.

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SKETCHES ESTIMATES  
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FURNISHED ON APPLICATION

DISPLAY  
ADVERTISING

# BILL POSTER & DISTRIBUTOR

MUNSON'S  
BOARDS  
FACING OR ADJACENT TO  
ALL FERRIES  
CAN NOT BE DUPLICATED

ALL PROMINENT  
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FACING BROADWAY  
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"L" ROADS AND  
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ALL LEASED AND CONTROLLED BY MUNSON.

4 MURRAY ST. NEAR BROADWAY  
147 EAST 126th ST. NEAR LEXINGTON AVE.

LONG DISTANCE TELEPHONE { 4628 CORTLANDT  
6 HARLEM

NEW YORK.

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

**CHARLES CITY, IA.**  
CHARLES CITY BILL POSTING CO.  
Satisfaction Guaranteed. Trial order solicited.

**ITHACA, MICH. Pop. 2,500.**  
JAS. DONALDSON,  
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Bills posted. Samples put out. Circulars distributed. Signs nailed up. Work guaranteed.

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

**The Illinois Advertising Agency.**  
A. NICOLAI, Proprietor.

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

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HOWARD N. HOLSHOUSER, Member I. A. of D.  
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Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico. 228

**B. F. LANCASTER.**  
CITY BILL POSTER AND DISTRIBUTOR.  
NEW CASTLE, DEL.  
Established 1878. Contracts taken for posting and distributing bills throughout this city and state.

\$1.00 ADMITS YOU TO MEMBERSHIP \$1.00  
... IN THE ...

## International Bill Posting Association Of the United States and Canada.

The largest, most progressive and up-to-date Association in this country. Founded strictly on principles of Equity to All. Write the Secretary for particulars.

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

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

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

**C.F. Bangasser & Co.**  
CITY BILL POSTERS AND DISTRIBUTORS,  
MCMINNVILLE, OREGON.  
Signs Tacked and Signs Painted. Own all Billboards in our locality. P. O. Box 35

## In offering the services of the United Press News Bureau

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

We are now occupying a space of eight large offices with a carefully trained force of proficient readers. And have an exchange list that thoroughly covers every section of the United States and Canada. We feel no hesitancy in asserting that we can fill any order entrusted to us. Service equal to the best at a price as low as the lowest. New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start. We solicit your patronage. Respectfully,  
**United Press News Bureau,**  
134 VAN BUREN ST.,  
CHICAGO.



## YOUR PORTRAIT.

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

## 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.

**CITY BILL POSTING CO.,**  
HARRY B. BUSSING, Manager.  
**NORWALK, CONN.**

drop a nickel

In an envelope addressed The Ad Sense Company No 180 Washington Street Chicago and get a Sample Copy of

**Ad Sense**  
a Journal of Advertising and Business Methods a Happy Combination of Sense and Good Printing

**MEMPHIS, TENN.**

VAN BEUREN & CO.,  
Bill Posters and Distributors. 43 GAYOSO ST.

THE ENTIRE HOUSEHOLD



Awaits with pleasant expectation the arrival of each new number of

**Outing**  
(The foremost publication devoted to all that is genial and wholesome in sport.)

because every member knows that it will be brimful of entertainment.

If You Enjoy being outdoors you will cherish the companionship of OUTING.

If you dedicate your recreation hours to Cycling, Hunting, Fishing, Athletics, Canoeing, Yachting, Tennis, Foot Ball, Polo, Golf, Cricket, or any of the health-giving outdoor pastimes, OUTING will keep you abreast of the leading events the world over.

Busy Folks will find it freighted with stirring and at the same time restful reading, and can, with a copy in hand, enjoy a veritable change of air, can visit unfamiliar spots and can revive pleasant memories of past holidays agreeably spent.

In the world of College Sports keeps alumni and undergraduates informed of the doings in the college world.

The Record Department chronicles the doings of the month and is an encyclopedia of all the Sports and Pastimes.

The Illustrations of Sporting Scenes are always artistic and form a valuable collection for the sportsman.

Its atmosphere is always fresh and wholesome and laden with the essence of the woods, fields and streams.

Send a 2 cent stamp for a specimen copy.

The Outing Publishing Co.,  
230 FIFTH AVENUE, N. Y.

JOHN H. JONES, Honest Service. Distributing Sampling, Sign Tacking Pop. 500,721. Member I A of D. Office, N W. corner Mount and McHenry streets. BALTIMORE, MD.

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

**Letter Heads**  
IN THE LAST FOUR YEARS  
CREATED SIXTY-SEVEN  
NEW TYPES OF BUSINESS  
PRINTING CO. CHICAGO  
358 DEARBORN ST.

All Kinds of Printing and Engraving.

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

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

**Bill Posters and Distributors**

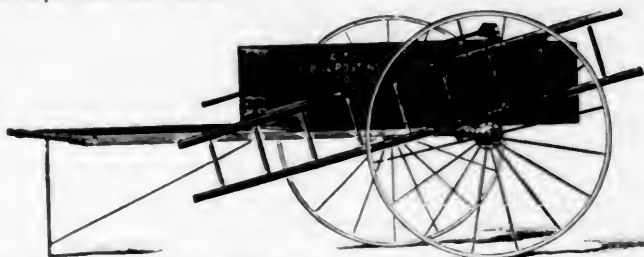
SHOULD OWN EITHER A

**WAGON OR CART**

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

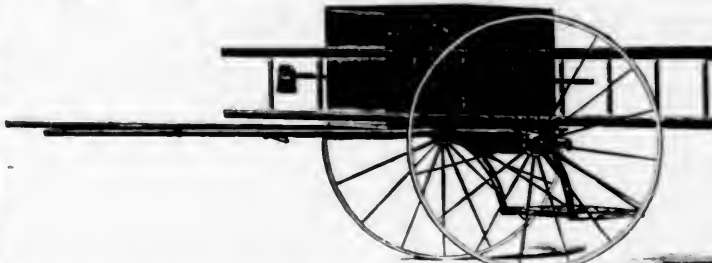
**Bill Posters' Push Cart.**

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



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

**Bill Posters' Pony Cart.**



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

**Bill Posters' Wagons.**



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

A—\$90.00. B—\$100.00. C—130.00.

Address **JOHN H. MICHAEL,**

Manufacturer Bill Posters' Vehicles,  
225, 227, 229 East 8th St, CINCINNATI, O.

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

**Setter Bros. & Co.**

Engraving Blocks,  
Rule,  
Reglet,  
Lumber.

**Collins Center, N. Y.**

Reduced to \$1.00, 68 pages.

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The Office Paper

A copy mailed free on mentioning this advertisement.

BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising Economics Finance, Transportation, Commerce, Manufacturing, Insurance Credits, Collections and their Management.

To read BUSINESS is a liberal commercial education in itself.

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

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

**JAS. S. CLAXTON & CO.**

Distributors, Mailers and Sign Tackers!  
Members of the I. A. of D.  
**HALLSTEAD, PENN.**

**Southern Press Clipping Bureau, Atlanta, Ga.**

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

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

**PROFITABLE ADVERTISING!**

The Advertiser's Trade Journal. Fully illustrated, bright, original, up to date. Poster department. The handsomest publication of its kind. 10c. brings a sample copy if you mention THE BILLBOARD. KATE E. GRISWOLD, Ed. and Pub., 27 School Street, BOSTON, MASS.

**JUNCTION CITY, KAS. Pop. 5,000**

**HERMAN DELKER,**  
BILL POSTER AND DISTRIBUTOR.  
Ref.: 1st Nat'l Bank. Satisfaction Guaranteed

**HUTCHINSON, KAS. Population, 10,000.**

W. A. LOE, City Bill Poster, controls all the billboards. Bill posting, distributing and tacking solicited. Office, 102 Opera House Block.

**WE WANT YOU...**

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

**IT WILL PAY YOU**

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

SAMPLE COPY SENT FREE.

**UP-TO-DATE IDEAS PUBLISHING CO.**  
GRAND ISLAND, NEBR.

**NORTHWEST BILL POSTING AND ADVERTISING CO.**

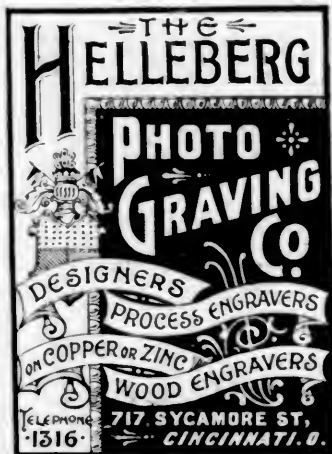
**J. T. WILLIAMS, SEC.**  
346 MORRISON, **Portland, Ore.**



# SAVANNAH

**BERNARD & ANDERSON**, Licensed City and Suburban Bill Posters, General Out-Door Advertisers, **SAVANNAH, GA. Box 92.**

New Firm, New Plant, New Billboards, New Locations. Population 65,000. Has heretofore been neglected. Will hereafter have up-to-date service. We are building upright matched lumber boards, 10 ft. high, 40 to 100 ft. long, located on car lines and paved streets exclusively—all parts of the city. Commercial posting a specialty. List of described locations furnished on application.



## THE WIDE-AWAKE ADVERTISING CO. WALKERTON, IND.

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



### We Want Distributors.

Send for our proposition to furnish you a specially designed letter head, half tone cuts or any kind of engraved work. No expenditure of cash. Any distributor can earn good pay in this way. Send for the proposition and judge for yourself. Portraits a specialty.

The Advertising World, Columbus, O.

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**STEINBRENNER'S**  
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**CINCINNATI**  
**STEINBRENNER'S**  
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519  
MAIN ST.

I can do your distributing in Cincinnati better than anyone else. I know I can. I carefully watch all distributing that is done in Cincinnati. I also watch my own men carefully, and I know that my men do their work better in every way than the other men. I am always ready to prove my assertions.

**W. H. STEINBRENNER.**

## ADVERTISING AGENTS!

You can make big money handling our line of advertising novelties. **Lowest Prices, Largest Commissions.**

We are Largest Manufacturers of Rulers, Yard Sticks, Thermometers and Wood Novelties in the world.

Catalogue and particulars free. Address,

## THE AMERICAN MFG. CO., JAMESTOWN, N. Y.

### WANTED. NAMES AND ADDRESSES OF SIGN PAINTERS.

To anyone sending us a list of the names and addresses of Sign Painters in his or her respective cities, we will present a year's subscription to THE BILLBOARD. Address THE BILLBOARD PUB. CO., Cincinnati.

Brantford, Ontario, Can. Pop. 17,000 County, 50,000 | **C. M. SMITH & CO.**  
Members I. B. P. A. and I. A. of D.

## Louisville, Ky.

S. W. COR. THIRD AND JEFFERSON STS.

### E. T. Heverin & Bro. City Bill Posting Co.

(INCORPORATED.)

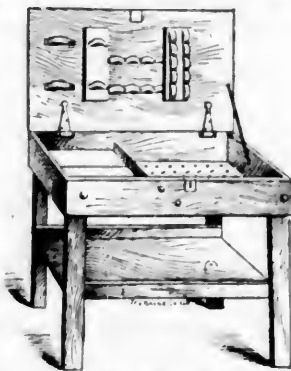
**BILL POSTERS, DISTRIBUTORS  
AND  
GENERAL ADVERTISERS.**

We have also added Sign Bulletins to our plant.  
Contractors for the State of Kentucky and the South.  
Members of the Associated Bill Posters' Association

### PAINTERS' BRUSH CABINET!

BRUSHES KEPT MOIST BY EVAPORATION OF WATER.

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



Patent Pending.

Nor become frozen in ice. They are cleaned by wiping out over a comb in a metal box; also large enough to wash paint vessels in. The comb is covered with benzine, or turpentine for washing off the paint or varnish. The washings settle to the bottom of the box under the metal comb and saved for use. The cleaned brush is laid flat on its side or hung in eyelets in a damp air chamber, where it remains moist and clean until wanted. It is kept moist or soft by damp air, produced by evaporation of water under it. The brush is clean, therefore can not get hard or rot. This Cabinet holds twenty-four average sized paint and varnish brushes. Made larger by special order. It will when used to its full capacity, save over \$1 every week in paints, and keeps the brush perfect until worn out by wear. It will be delivered to any railroad depot east of Omaha, Neb., and west of Augusta, Me., in the U. S., on receipt of the price, five dollars (\$5). Send money by express or P. O. money order. Address all communications to the Inventor and Manufacturer.

Please mention BILLBOARD when you answer this ad.

**J. H. FRANCIS,  
NETTLETON, MISS.**

I Prepay Freight.

# Known as "Prompt Pay"

## From the Atlantic to the Pacific.

I could fill a large sized book with letters like the following that I have received from the other towns, cities and villages, during the past few months and years:

Cameron, Mo., Jan. 14

Sam W. Hoke:  
Dear Sir—I received your check for posting, due January 11, 1898, and wish to thank you for your promptness. I usually have to wait about 60 days from other people.

Frank E. Turner

San Francisco, Oct. 15, 1897

Sam W. Hoke, New York:  
Dear Sir—Yours of the 7th is received, and we thank you for remitting so promptly.

Owens & Varney

Knoxville Dec. 15, 1897

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

Southern B. P. Co.

Omaha, Dec. 20, 1897

Sam W. Hoke, New York:  
Dear Sir—Yours of the 17th at hand, with check for the third month's billing, up to December 10th. Thanking you for past favors.

M. E. Mulvahill

New Albany, Ind., Dec. 24, 1897

Sam W. Hoke, New York:  
Dear Sir—We have this day received your check in settlement of our account to the 20th. Accept many thanks. Wishing you a Merry Christmas, we remain,

New Albany B. P. Co.

Tacoma, Wash., Dec. 21, 1897

Sam W. Hoke, New York:  
Dear Sir—Received yours of the 17th with check (\$139.20) in full to the 17th of December, 1897. Many thanks, and Merry Christmas.

C. Harry Graham, Mgr.

Bangor, Maine, Dec. 10, 1897

Sam W. Hoke:  
Dear Sir—Yours received with check for \$11.05, in full to the 5th inst.

Thomas W. Burr.

New Orleans, Jan. 20, 1898

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

J. Garlick.

Syracuse, Nov. 4, 1897

Sam W. Hoke, New York:  
Dear Sir—Thanks for check for Adminal posting to the 2nd of October.

George Custuel.



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

All of them know, when they get an order from me, that their money is sure, there is no question about it, providing their work is correct. And they know equally well that if their work is not correct they get nothing.

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

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

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

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

My inspectors' reports are guaranteed by a corporation worth Five Million Dollars.

### Sam W. Hoke

LONG DISTANCE  
BILL POSTING,

107 West 28th Street,

NEW YORK CITY.

Telephone Connection.

New York, Jan. 12, 1898

Sam W. Hoke:  
Dear Sir—Yours received, with check for \$950.15, in settlement of account to December 31. Your promptness facilitates the closing of last year's books, and is highly appreciated.

Harry Munson.

Per Lowden.

Ludington, Mich., Nov. 16, 1897

Sam W. Hoke, New York, N. Y.  
Dear Sir—Your prompt remittance for the Royal Sweets posting is highly appreciated.

U. S. Grant,  
City Bill Poster.

Los Angeles, Cal., Dec. 24, 1897

Sam W. Hoke, New York:  
Dear Sir—Thanks for your prompt remittance, covering bill to the 5th inst. Your ad in the Xmas BILLBOARD is great.

We have sufficient paper for the third month's billing, but you would better start some more soon for future use.

H. G. Wilshire.

Shelbyville, Ind., March 19, 1897

Friend Hoke—Enclosed find list of second billing, and receipted bill for the first posting.

Bring on another loss.

Chafee.

Portsmouth, Va., Dec. 15, 1897

Sam W. Hoke, New York:  
Dear Sir—Yours of the 13th received, with check in full to the 5th inst.

Thanks.

S. C. Draper.

St. Louis, Jan. 5, 1898

Sam W. Hoke, New York City:  
Dear Sir—Your check for posting account up to December 28, 1897, to hand. Many thanks for same.

St. Louis Bill Posting Co.

Asheville, N. C., Jan. 21, 1898

Sam W. Hoke, New York City:  
Dear Sir—Your check for account in full to the 17th came duly to hand. Please accept my thanks for your promptness.

J. D. Plummer.

San Francisco, Dec. 8, 1897

Sam W. Hoke, New York:  
Dear Sir—Thanks for your check for month of October 26 to November 26.

Siebe & Green.

Chattanooga, Sept. 10, 1897

My Dear Hoke—All this month something has seemed missing somewhere, and I have just discovered what. This is the first month in nearly two years that I have not had a check from Sam W. Hoke. And the reason is, that I have had none of your paper during the last month. Whenever I have an order from you, I feel as if I had the money already deposited in the bank.

H. R. Stoops.

Denver, Col., Nov. 30, 1897

Sam W. Hoke, New York:  
Dear Sir—Yours of the 26th to hand, enclosing check in payment of our bill to the 20th, for which we are obliged to you, and same has been placed to your credit.

The Curran Bill Posting and Distrib. Co.

Cheyenne, Wyo., Nov. 20, 1897

Sam W. Hoke, New York:  
Dear Sir—Your check of the 16th is received in settlement of account to the 5th. Many thanks.

Schilling B. P. Co.

LaFayette, Feb. 10, 1898

Sam W. Hoke:  
Dear Sir—Thanks for your order of the 16th, and also for the prompt way in which you have always remitted in the past.

LaFayette Bill Posting Co.

Indianapolis, Nov. 27, 1897

Sam W. Hoke, New York:  
Dear Sir—Yours of the 24th is at hand, with check for the first month's posting, to the 20th inst. Please accept our thanks.

Indianapolis Bill Posting Co.

THE

THIRD ANNUAL CONVENTION

... OF THE ...

# INTERNATIONAL ASSOCIATION OF DISTRIBUTORS

WILL BE HELD

JULY 19 TO 22

... AT ...

## CHICAGO, ILLS.

A Cordial Invitation to be Present is Extended to all Advertisers  
and Advertising Agents.

**JOS. REID,**

PRESIDENT,

KANSAS CITY, MO.

**W. H. STEINBRENNER,**

SECRETARY.

CINCINNATI, OHIO.

"The Advertising That Never Fails."

64,000 LINEAL FT. IN SAN FRANCISCO

20,000 FT. IN OAKLAND AND ALAMEDA CO.

SIEBE

GREEN

OUT DOOR ADVERTISERS  
UP-TO-DATE BILL POSTERS

THE FINEST LOCATIONS. GUARANTEED SERVICE.

The Only Authorized Contractors For The  
ASSOCIATED BILL POSTERS ASS'N OF THE STATE OF CALIFORNIA.

Information Gladly Given.

MAIN OFFICE, 11th & MARKET STS., SAN FRANCISCO, CAL.

MEMBERS INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

Siebe, Green & Dunphy CONTROL Oakland and Alameda County.

Members of the International Association of Distributors.

Jointed Magnetic Hammers

Just the thing for Card Tackers



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

Donaldson Litho Co., Cincinnati, O.

DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for pulling up signs that I have ever used. Yours truly,

FLEISCHMAN & Co., Gardner, Mass. W. P. BARBERD, Agt.

SAVES CLIMBING.  
SAVES WORK.

Enables you to give your clients first-class permanent service.

PRICES:

16-in. handles, 2 sections, \$2.00  
12-in. handles, 3 sections, \$2.50

DONALDSON LITHO CO. Sole Agents, CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

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 inch, 2.75 each.  
10 inch, 3.00 each.



This is our celebrated

"UNEXCELLED"

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

PRICES.

8 inch, \$2.75 each.  
9 inch, 3.00 each.  
10 inch, 3.25 each.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles

Made Expressly For

Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convenience.

HANDY, DURABLE, STRONG, RIGID.

PRICE:

7 feet, 2 sections, - - \$1.25  
10 1/2 feet, 3 sections, - \$1.75

Donaldson Litho. Co. CINCINNATI.

Remit with order. None sent C. O. D.

OUR SPECIAL DESIGN LETTERS MAKE THE 



# BEST STANDS ...IN AMERICA



Bill Posters who have not tried one of our Special Letter Stands, are making a big mistake. They are losing business every day. If you have not seen one of them, you can not realize how strong, how graceful and how much like a specially engraved stand they are. Bill Posters, Theatrical Agents, Circus Managers, who have used them, are enthusiastic in their praise. Mr. George H. Hartford, the hustling advertising agent of the Fountain Square and Walnut Street Theatres, and lately with Ringling Brothers' Circus, recently said; "I would sooner have a stand made up from your special letters than any lithograph stand on the road. It looms up big—it's massive, and that's what you want for a stand. Every manager that sees a stand likes it."

We have had a series of new up-to-date letters designed, and can make a stand of one line (two sheet upright), two lines (one sheet upright), or three lines (half sheet), or any combination thereof, making a stand any size from 12-sheet up to 500-sheets. The less words, the better the stand. Send \$1.00 and copy for sample stand, or we will send you a half-tone illustration of several.

Prices: In lots of ten, 3 cents per sheet; twenty-five, 2 1-2 cents per sheet; fifty, 2 cents per sheet.



## HENNEGAN & CO.

### ... Poster Printers ...

719-721 Sycamore St.

CINCINNATI, O.