

# BILLBOARD ADVERTISING

A  
Magazine  
for  
Business Men  
who  
think.



L. H. RAMSEY.

December, 1895.

## PICTORIAL POSTERS

IN ORDER TO PRODUCE PROFITABLE PUBLICITY MUST BE:

- 1.—**STRIKING**, because in these days no design of a tame, ordinary, or mediocre character will catch the eye or excite the interest of the public.
- 2.—**APT** in design, because in this wise only can its legend be indelibly impressed upon the memory of the beholder.
- 3.—**ARTISTIC**, that is to say, well drawn, nicely finished, and carefully printed, for in no other way can a good impression be created.

If you desire your posters to combine all of these qualities, have them made by

**THE DONALDSON LITHO. CO.,**

CINCINNATI, O.

BILL POSTING,

7c. per sheet, 30 days.

IN THE BUSINESS FOR THIRTY YEARS

# O. P. FAIRCHILD & CO.,

DISTRIBUTING,

\$1.50 to \$3.00 per 1000.



CITY BILL POSTERS, DISTRIBUTORS,  
AND GENERAL ADVERTISERS,

No. 16 East Fifth Street,

COVINGTON, KY.

COVINGTON, KY. is situated opposite Cincinnati, O.; has a population of 50,000, and has the best electric car system of eight different routes in the world, which carry passengers to all parts of the city and vicinity, to the Ludlow Lagoon, which covers 80 acres of water and which is visited by thousands of strangers every day in the summer season; it also carries passengers to the Latonia Race Course, one of the finest tracks in the country. The Latonia Jockey Club has two meetings each year, Spring and Fall, thirty days each. It is also visited by thousands of strangers at every meeting. There are three railroads into the city, the L. & N., K. C., and C. & O. We have boards all along the lines.

Send for one of our New Lists      billboards for Stands.

LITHOGRAPHING,

3c. per Litho.

### WE POST

Covington, Ky., Ludlow, Ky., Milldale, Ky., West Covington, Ky., Rosedale, Ky., Central Covington, Ky., Bromley, Ky.

Estimates and Lists of Boards furnished on application.

### WE DO

WINDOW WORK,  
SAMPLE DISTRIBUTING,  
CARD TACKING, Etc.

We employ nothing but Reliable Men.  
NO BOYS.

CARD TACKING,

\$2.00 per 100.

# BILLBOARD ADVERTISING

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

VOL. IV, No. 4.

CINCINNATI, DECEMBER 1, 1895.

PRICE 25 CENTS.  
PER YEAR, \$1.00.

## The Unexpected Witness.

BY CHARLES H. DAY.



HE arranging for the billing of the town for the attraction I represented brought me to the bill poster's office, and while I was awaiting the coming of the boss of the shop I occupied the chair at his desk, with the intention of improving the

time by inditing a few letters, but this intention was frustrated by the running conversation which was going on between the men of the paste and brush who were laying out their work to fit the stands on their respective routes.

First their talk amused me, and then a story told by one of their number intensely interested me. My attention was first attracted by their shrewd comments upon the local managers and their methods, and the current plays and the merits of the players. There was not so much elegance of language in their opinions, but there was a deal of frankness, expressed with aptness and good reason, which proved to me at least that they knew pretty well what they were talking about, and were keen critics of the drama.

For a while they talked of the bitter feuds and wars of rival bill posters in the larger cities, but, as this subject elicited some feeling, it was dropped at the command of the foreman, who exclaimed with some asperity:

"You fellows just cork up on them chestnuts; fights don't go in this office."

All the bundles being made up for the routes and put away, the foreman, sitting on the folding table, after prefacing his tale with some reminiscences of the past, in the days when the bill posters dealt directly with the traveling shows instead of the local managers, he started off with a story which seemed to hold the rapt attention of every one present.

The foreman of the bill posters was one of those few individuals gifted with the ability of telling a story effectively and inspiring confidence in the listener that he knew whereof he was relating and was doing no damage to the truth. Without hesitating for a word or a pause to test his memory of events long passed, he took us hurriedly forward to a dramatic climax.

This is the way that he told his story: "Nick Forrester was one the few successful touring theatrical managers of his time, and in his day made two or three fortunes, none of which, I am sorry to say, he was able to keep, as he died poor. Nick's popularity was to be accounted for in several ways: he was a genial, whole-souled fellow, made many friends on the

managers of to-day would stick up their noses at that in these times, but it was just business, and it scored for the box-office every time.

"Now it is not about either of the Forresters that I am going to tell you as they only figure in the story incidentally as it were. Now in his best days Nick played this town many times, and

At actor. Nick saw this, and cut it to him as fat as he could without robbing himself of leading business.

"It is one of the strangest things in the world that I can't recall that young actor's name, but I never was good at names, even when my memory was better than it is now, and I have been thinking of a good many things since war times, as you can see by the bare condition of the top of my head.

"But a name don't matter so much and will have to let that go. Well everytime the Forresters came to this town, they themselves and this young actor I am telling you about, stopped at the United States Hotel. That's gone too, along with a good many relics of other days. It was rather a high-toned tavern at that time but somewhat ancient; afterwards it was removed to save the bedbugs and cock-roaches the trouble of vacating it on account of a lack of patronage.

"The hotel was kept right up to the mark in old man Stevens' time, and he put his table against the newer houses and won every time. He was a feeder himself, and knew how to cater to the inner man. Nick Forrester and Stevens were great cronies, and best of all, to tell you what kind of a man that man was, he paid to see the show, and he would not accept a pass from any manager. He ought to have been exhibited in a museum or have been presented with a gold medal.

"Old man Stevens had a daughter, the belle of this town, and the prettiest woman I ever saw in private or public life, and when this young actor I have been telling you about met her, why he was clean gone, dead in love with her, and as for Sarah—Sallie everybody called her—why, she just reciprocated the admiration.

"Forrester came to this town several times, and the actor and the landlord's daughter enjoyed the visits very much.

"Of course so pretty a girl as Sallie had a great many admirers, but to none did she look upon with such favor as the bright young actor.

"But the head clerk in the hotel did not like this a little bit, as he wanted Sallie for himself. That the way of the world, when the right man wants the girl the wrong man wants her too. You have all read just such cases in stories, and seen such things in plays, and what I can't tell you about this situation you can just imagine.

"You see this hotel clerk was a cold-blooded, calculating chap, and he was figuring it just in this way, and after I



"I COULD SEE HIM PLAINLY."

road, and his wife, the leading lady, was a universal favorite.

"The support of the Forresters was always good, the plays well mounted, and being a biller and advertiser, the Forresters prospered. One of Nick's best holds was to make an announcement in front of the curtain, and the Forresters were that popular that they always got a call every night, in fact, several of them, and then it was that Nick announced the next night's bill and sounded his trumpet. I suppose that some of the swell, high-toned

we were all glad to see him in this office, for he was the man to say "Cigars" every time he came in, and never went away without asking you if you had a mouth on you and if you would like to moisten your lips.

"It is hardly necessary to say that the Forresters had a nice lot of people in their company. They were all way up in G, and very much attached to the show and the management. One young fellow in particular was getting along right well with smart parts, and was cut out for an

have explained it to you, you can see for yourself just where the African was concealed in the wood pile. Old man Stevens was getting along in years, and if the clerk could only wed the daughter, why he could step into the old man's shoes, United States Hotel and all. A man had to be thick who couldn't see through that; it was as transparent as a pane of glass to me all the time the clerk was making an endeavor to win the girl. But I am telling the truth when I tell you that the actor man had the inside track, and was making good speed to the wire, with the prospect of distancing his rival and the field, when the actor was thrown down by a startling occurrence that created a terrific sensation.

"Sallie Stevens' gold watch was stolen from her room; a search was made for it, and it was found concealed between the mattresses of the bed in Miss Stevens' actor-lover's room.

"There was a scandal and a sensation for you!

"The clerk was extra officious and wanted the actor pulled off the stage before the play was finished, but Nick Forrester, who still had confidence in the player, persuaded the officer not to make the arrest until after the performance.

"The whole thing was in the morning papers, and it distressed the Forresters and Sallie Stevens amazingly. To them it was an appalling calamity; but the poor actor fellow he bore up manfully, and protested that the whole thing was a conspiracy and that he was innocent of the crime.

"As for old man Stevens he was just about crazy through the whole unfortunate affair.

"At that time there was more prejudice than there is now against theatrical people, or showmen, as all of the profession were called, and, to tell you the truth, the most of the folks came right out plain in speaking of the matter, and said:

"Of course, certainly, to be sure, without a manner of doubt, the actor is the thief.

"The police court was packed the next morning, and I was there too, in a front seat, to hear all that was to be said, and it was the hotel clerk that had the most to say, and he said it quick, and he seemed to enjoy it when he said it. He went on to say that he had been suspicious of the actor, having seen him at times prowling about the hallways of the hotel, and it was this suspicion that caused him to search the room of the actor. Then he told about the finding of the watch, and stepped down, all smiles, as if he were a sort of a hero.

"Just then I got up and spoke a piece, and I had a mighty attentive audience, as I said:

"Judge, I wish to be sworn as a witness in this case,' and then I passed to the other side of the rail and took the oath, as the prisoner and the Forresters and the Stevens' looked at me with all the eyes in their heads. Before I proceeded to testify I whispered to a court officer, and as he was passing out I begun:

"Last night, after the doors were open, I went over my route re-billing several of the larger billboards for the Forresters, for the play of East Lynne. As there was considerable wind blowing, I carried a light ladder with me so as to put

up the streamers to better advantage. While putting the streamers on the billboard at the United States Hotel, I had more than usual difficulty in putting up the streamer letters, and was obliged to post the letters in the word East Lynne separately. In so doing I had a view of the inside of one of the rooms, and, without any desire to pry, was forced to see what was in front of me through the partially closed blinds.' Right there I got excited, and, without knowing that I did so, I jumped to my feet and put the balance of what I had to say strong:

"I saw this last witness, who has been trying to convict an innocent man, placing a gold watch between the mattresses of a bed. I could see him plainly, for a light in the hall shone directly upon him through the transom over the door.'

"Gee-whillikens! what a cheer went up in that court room. The people just hurrahed until they were hoarse, and the judge never kicked either. He was too busy wiping away the tears and blowing his nose with his bandanna, to make believe he was not crying.

"In the midst of all the hubbub, the court officer I had given the tip to brought in the guilty man, the scheming hotel clerk, who had completely wilted, and hid his face in his hands.

"I shall never forget that day. Talk about being better than a play; it was better than a circus!

"The actor was free, and everybody in the court-room wanted to take his hand and express their delight, even those who did not think well of showfolks and theatrical people anyway.

"You may not believe me, but so help me! Sallie Stevens put her arms around the actor's neck and hugged him right before the whole crowd; and then she grabbed me and kissed me, smack! and to cap all, old man Stevens came up to me and patted me on the back, because he was too much overcome to express himself.

"That was a great night at the theatre. The Stevens and myself had a box, and the people called out the falsely-accused actor and showered him with flowers. Of course, Nick Forrester talked between the acts—well, say for half an hour.

"That was a night worth remembering! The next day being Christmas, old man Stevens invited the entire company

and myself to the finest Christmas dinner I ever saw, and Miss Sallie was the happiest one of the lot.

"There isn't much more to say to finish the story. You know there was a wedding, what is the use of my telling you that. But there is one thing I must relate, that I was the best man at the wedding, if I was a bill poster.

"One summer, some years after, I was boss bill poster for a circus, and one day, in a southern city, I saw that hotel clerk, in a convict's rig, working in a chain-gang. He knew me, but avoided my gaze, as he picked up the ball that hung to the chain and moved on with his comrades in crime. I must say that a striped suit became him as well as any man I ever saw in that outfit."



Some Circus Agents, Show Printers, and a Bill Poster on Top of Lookout Mountain.

In the Fall the merchant's fancy lightly turns to advertising, and he figures out a cunning scheme that promises surprising, yes, astounding efficacy, prompt returns and many orders; then he lies himself to the printer, selects type and fancy borders, and in time evolves a circular he fondly calls a "dream," but as he counts on his customers to save him all the cost of mailing and distributing, the scheme turns out a "frost."

The Grand Jury, of San Francisco, Cal., has taken up the matter of indecent advertising in public places. The principal objection seems to be to those posters which advertise the cure of such diseases as are not to be mentioned in mixed society.

Written for BILLBOARD ADVERTISING, (Christmas Number), By ANGIE FULLER FISCHER, the Best Authoress.

#### BILLBOARD ADVERTISING.

What makes you look so sad, my friend,  
So wholly out of humor,  
As if all hope had fled, or you  
Had heard a dreadful rumor?

My business does not thrive at all,  
My custom comes by fittles;  
I scarcely make enough each day  
To pay even for my victuals.

Well, that is bad! I rather think  
You make a common blunder,  
And if it is so at your distress  
I do not—cannot wonder.

What was the blunder? speak your mind,  
For I am swiftly going—  
Down hill—and what will be my fate  
At last, there is no knowing.

You didn't advertise, I fear,  
If people do not know you,  
Nor what, nor where, your business,  
What favor can they show you?

I know a firm, where you can go  
And be politely treated,  
And never in transactions be  
Imposed upon, or cheated.

Where is it? What's the name? I'm off  
To give your plan a testing—  
I'll *advertise*—and may results,  
Prove it wise investing.

'TIS BILLBOARD ADVERTISING—it  
For every word and letter,  
Gives compound interest—Good bye—  
You will soon be feeling better.

Omaha, Neb., Nov. 18, 1878.

#### Punctuation Marks in Advertising.

Punctuation marks play a much more important part in the art of advertising than many think. In advertising pages one finds the interrogation point, exclamation point, quotation marks and other points of punctuation used quite as freely and as intelligently as in the so-called higher forms of literature.

Curiosity and wonder go hand in hand pretty much the same as they run through the writings of novelists, scientists and philosophers. For this reason both the interrogation and exclamation points play a significant role in advertising. The mere presence of the question mark nearly always excites curiosity, while the "astonisher" is everywhere regarded as the best exponent of wonder and awe. Hence it is that ad-smiths make free use of these two marks of punctuation.

In the work of preparing copy for advertisements there is almost such a thing as an inquisitorial art. Some questions are asked earnestly and sweetly, as those of a swain wooing his first love; some are fired in 35-point De Vinne, occupying a full line across a wide page, and make one feel as though there is lots of power behind them. In still other instances the little information seeker is so adroitly used that it becomes a dispenser of knowledge—a metamorphosis which frequently occurs in the most skillful worded announcements.

By the use of an exclamation point the thought in a line can be made stronger, and it will be carried longer in the minds of the readers. When appropriately employed the little wonder inspieler will give an entire card a different tinge of vivacity and make ordinary words stand out with a brighter and fuller meaning.

One could not go very far in the study of advertising without noticing not only the omnipresence, but only the powerful and significant effects with which quotation marks are used. From the ancient and modern literatures quotations are taken to point a moral or adorn some tale in an advertisement. As a rule, too, quotation marks are used advisedly in the announcements made for the purpose of giving an article or a name wider publicity. Under the skillful manipulation of an expert the inverted commas are often made to inject additional life into an otherwise dull and common-place phrase.

JOHN EDWARD BUCK.

Hot in the Neck—Managing Editor: We shall have to lay you off, Mr. Sreed. Sorry; but I hope you feel resigned to what can't be helped. Sreed—No, I don't feel resigned a little bit; I feel fired—Pack.

## WANTED

PASTE THIS IN YOUR HAT.

100 Expert Bill Posters,  
Experienced Lithographers, &  
Hustling Programmers.

Must be the "GREATEST ADVERTISERS ON EARTH," for the

**BARNUM & "Greatest Show on Earth."  
BAILEY.....**

It is proposed to make the advertising brigades of 1876 the strongest, best, and most effective force of Advertisers ever organized, and good wages will be paid to competent, sober and reliable men. Faithful service will find its reward in long engagements, sure pay, and fair treatment. "Record Breakers" are especially requested to write. Two weeks' silence means a polite negative, but all letters will be filed for future reference. Address

**LOUIS E. COOK,** General Agent Barnum & Bailey Greatest Show on Earth,  
No. 13 W. 27th Street, NEW YORK CITY

When you write, mention *Billboard Advertising*.

**PUBLICITY.**

What is advertising? According to most newspapers, periodical publications, and indeed most advertising journals, it does not exist outside of the regular newspapers and magazines, yet nothing could be more absurd. Every peddler who cries his wares, advertises. Every man who has his business card or letter head printed is an advertiser. So is he who merely hangs a sign on his store front. The mere selection of a better or more prominent store front amounts to a direct advertisement. Personal letters, when they are sent out with a view of making one's wares better known, are advertisements, and good advertisements at that. So it is with donations to the church and contributions to charity when they are made for the possible effect they may have on business associates.

Then there are show cards, fine lithographed charts and folders, almanacs, catalogues, booklets, pamphlets, blotters, and finally, bill posting, mural signs, and bulletin painting. Hundreds and hundreds of thousands of dollars are spent in this wise every year, and yet publishers pretend to believe that all of this expenditure is futile, uncommendable, and utterly without value. Their vanity is disgusting. BILLBOARD ADVERTISING'S platform is broad and liberal. It is published in the interest of advertisers, and there is nothing appertaining to advertising but what will receive its full and fair consideration.

For quick results use posters.

Discerning women patronize those business men who advertise.

They all read posters—men, women and children; high and low, rich and poor.

Judicious advertising always pays, no matter how, when, or where, it is done.

An advertisement that is concise, terse, succinct, and to the point, is a good advertisement.

If you want to reach all of the people all of the time try mural signs and painted bulletins.

The Royal Insurance Co. continues to think well of the merits of calendars and blotters.

In no instance do dictionaries fail so lamentably as they do in their definition of advertising.

If you do not think well of your own wares how can you expect the good opinion of others?

Good hard sense in your ads is better than a long array of prices, but prices are by no means to be despised.

Whenever you run across a man who does not believe that advertising pays, do not waste any time on him in argument. He isn't worth it.

For powerful, permanent publicity nothing excels bulletin boards and painted wall signs.

Newspaper space is valuable. Any fool knows that, but he's a wise man indeed who knows *how* valuable it is.

A wag observing a sign in a plumber's window reading "Cast Iron Sinks," soberly remarked, "Any fool knows that."

If there had not been sterling merit in the billboards they could never have withstood the attacks made upon them by the press.

Whenever you can use a trade journal, do so. Their advertising columns are scanned with as much interest as their text.

When your ad takes the form of a neat folder or booklet, for house to house distribution, you know that is not lost among a mass of other advertisements.

Women, or rather women's talk, is the best of all advertising; but how to get into the columns, there's the rub. Of one thing rest assured, you can't buy space in this particular medium.

Class publications, in many instances, are bought for the news contained in the announcements in their advertising columns. An ad in a paper of this kind is a paying investment every time.

Advertising is variously regarded as an art, a science, a gamble or a necessary evil, but to the level-headed business man it is a commodity, an article which is bought and sold, and which he utilizes and looks upon much as he does the services of clerks, the rent of a building, the cost of a telephone, heat, gas, etc.

Few men have the leisure to undertake a systematic study of advertising, but every one ought to find time to learn its fundamental principles and obtain some inkling of its practical workings.

- Give inducements.
- Give reasons.
- Give prices.
- Forego verbosity.
- Forego comparisons.
- Forego redundancies.

An exhibit of musical instruments made at the Hamilton Co. (O.) Fair, at an actual cost of \$52.00 (which included everything), effected direct sales amounting to \$2,670.00. Is there any other avenue in which \$52.00 would have accomplished half as much.

There is one particular advantage that distributing matter enjoys over that of the magazine or newspaper adv. columns. It is in the matter of environment. Compare the efficacy of a neatly printed, tersely written folder, placed in the hands of the housewife, with even a page ad lost in voluminous pages of ads in a magazine.

In the highways,  
In the by-ways,  
In the busy thoroughfare,  
In every nook,  
Where e'r you look,  
You'll find the poster there.

It would be interesting to know how many retailers, in cities, take account of the large percentage of the daily newspapers which go out of town and circulate in territory so remote that they can not possibly hope to receive any returns, even in the most indirect manner. If a certain amount of money is put into posters one has the satisfaction of knowing that he is at least reaching possible customers, for he can select the site of every poster put out.

**THE ADVERTISIAN.**

He has not made his appearance yet, but his advent is not far distant. He is bound to come, for his existence is daily becoming more and more necessary. When he arrives and hangs out his shingle they will call him Doctor, and he will write M. D. after his name, but M. will signify Mercantile instead of Medicine, and he will be learned in advertising instead of physics. In that day a firm or a business which has become depleted or run down will not be allowed to languish and die, on the contrary, they will call in the Advertisian in much the same manner that they summon the family physician at present. The patient will be duly examined, the prescription given, and in a few weeks the business will be up and about, looking as vigorous as ever.

**THE POSTER.**

There may be, and is, lots said against billboard advertising, but we are forced to remark in the language of Auld Lang Syne "Something good was made to be talked about." Is the poster good for advertising purposes? Let's see! I think art and reason seek no special medium to display themselves. Such work is noticeable, even in a hog (a live one). It's the master spirit that tells. The poster does better work in some lines than the newspaper, and *vice versa*. Let us know that art (reason) is boundless in its resources, and it appeals to anyone in any place—to different persons with different degrees of effect. I do not see where there is any ground for one to halt on about advertising on the poster. It's a little game of "tit for tat" with the newspapers. Space has its advantages in both; there is room for suggestion and growth in each. Some days ago I was out walking and ran up on a picturesque piece of poster work; it stopped me—there was a time when I claimed to be invincible against these poster "fellers"—but it called for just what I wanted, and why, dear reader, shouldn't I buy it? I argue another strong point for the poster, and that is, that it strikes with a strong force, busy people. If they glance at it, which they always do now-a-days, it will teach them all day that "it" or "the," whatever it is, is a "mighty good thing," and they'll go home at night with a bundle of "it," or a package of it, or (excuse me) a bottle of it, only to find that it was exactly what his wife so vigorously tried to write in his morning memo.

There is no use for the classes of advertisers to oppose each other; the dealer is out after results, and he'd as soon get it off of a shingle as \$2 a pound papyrus and an editor with a gold trepanned capitis thrown in. It just a case of "mine's better'n your'n" without any very handy proof. If some get returns why not others? The newspaper has its advantages, the poster it's; advertising in each varies according to purpose and position, class and consideration—money.

JAMES R. LONG.


Placards in street cars have a peculiar and potent value, which has proved of sufficient force to advertise many an article without the aid of any other medium.

**HIGH-CLASS Half-Tone ENGRAVING.**

SEND good Photograph and Get a Good Cut.

PRICES

2x3.	\$2.50
2 1/4 x 3 1/4.	2.65
2 1/2 x 3 1/2.	2.75



PRICES

3x4.	\$3.00
3 1/2 x 4 1/2.	3.25
4x5.	3.50

SEND The Money With The Order.

**The Helleberg Photo-Graving Co. Cincinnati**

When you write, mention *Billboard Advertising*.

### LOCAL CITY STORES.

That fact that it is difficult to effectively advertise a local store in a large city has often been commented upon and bewailed. But the newspaper is out of the question for stores in large cities which cater only to their immediate neighborhood, on account of the expense, since the storekeeper would have to advertise in every newspaper in the city to reach the comparatively few people who patronize him. I propose to indicate some methods that can be used to advantage.

The billboards in the vicinity of such stores certainly offer a good medium. I know one local store in Harlem that uses them extensively. They should be used in the same manner as an advertisement in the newspaper—constantly changed—and should contain a tale of bargains instead of mere generalizations of statements of superlative excellence in the stock. There is no reason why people should not in time become educated to look for such announcements with the same relish that they look for dry goods ads in the newspapers.

The spaces on the "L" stations nearest the store can be utilized in the same manner. Cards in cars passing the establishment may be of some value, but a large part of their usefulness

The following article by H. C. Bunner, in "Scribner's," is full of points for those using posters in a business way, as well as the collectors:

"Local collectors of posters will find aid and instruction in the following brief rules for telling a good poster:

Let us set down a few of these points—but with no serious attempt to indicate their relative importance by their position in the list.

It is sufficiently striking to catch the eye.

It is sufficiently attractive to hold the gaze and to invite further inspection.

It conveys its advertisement directly, literally and pictorially.

It pleases by its humor and ingenuity, and makes the man who sees it talk about it to the next man.

The design is well thought out, and therefore makes people who see it think of it.

It is well drawn.

It is well colored.

It is well printed.

These are some of the points by which every poster should be judged; and they are set down here that the impartial reader may apply the test to the examples of recent American art here reproduced, without suffering any diminution of the admiration which they compel at first glance.

Lives of many men remind us  
We to great success can climb  
If the reading public find us  
Advertising all the time—*Lightning.*

### Poster Craze in England.

Some idea of the extent to which signs and posters are employed in London can be gathered from the following extract from a magazine article describing the underground railway. The writer says:

The advertiser is in full force. Photographers hang over the benches those curious frames in which three startled-looking young women, an expressionless baby, a stern, baldheaded gentleman, and a soldier in full uniform, are exhibited as specimens of their skill; enterprising bakers affix to the walls cases containing white and brown loaves, with testimonials from physicians of eminence; haberdashers stick up little receptacles in odd corners, wherein they stow a shirt and two collars, with a legend to the effect that these articles of apparel present a unique combination of fashion, cheapness and durability. But the great bulk of the advertising is done by means of boards and tablets, which are ranged about the walls in every available space. Puffs theatrical, puffs journalistic, and the ubiquitous soaps and pills, are massed in a dense phalanx, while the electric sign performs its interesting gymnastics.

To such an extent is this system of placards carried on that it is often extremely difficult to

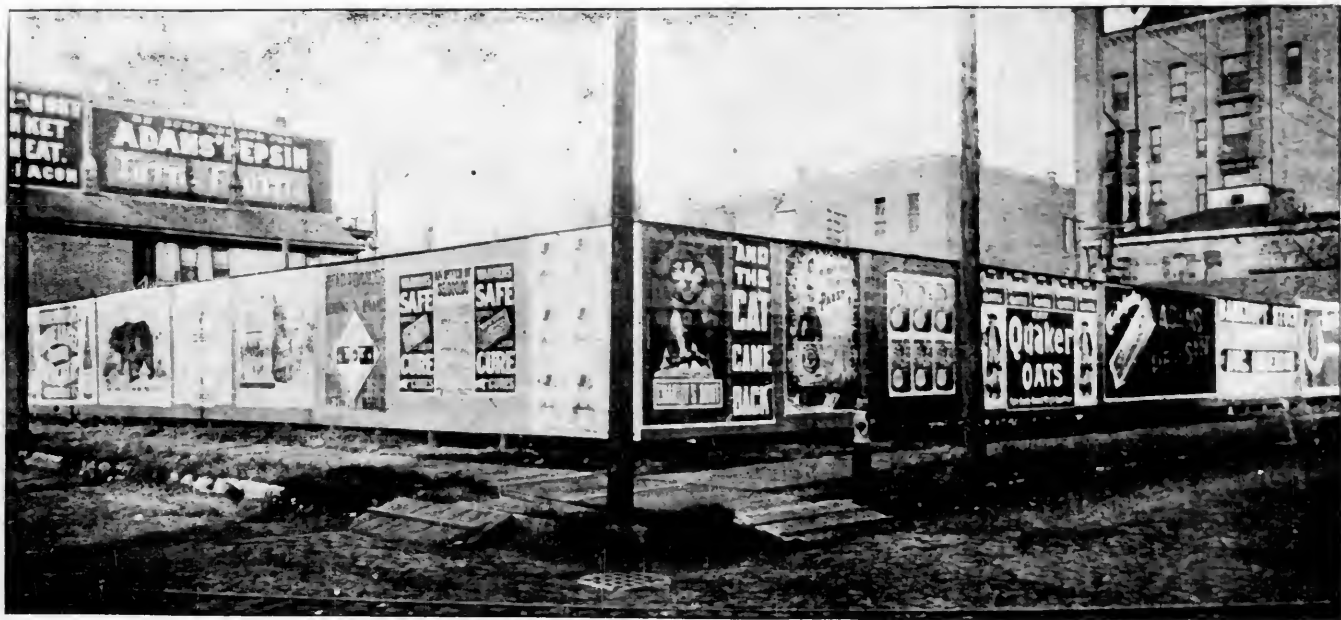
incorporation in the Camden County Clerk's Office. The incorporators are as follows: Thomas B. Wanamacher, Joseph S. Williams, William T. Elliott, Philadelphia; James Satterwaite, of Jenkintown, and Charles Stokes, of Beverly, N. J.

### Circulars are Still Profitable.

The circular still holds its own as a profitable advertising medium, although in this, as in hundreds of other mediums, there are barrels of money wasted.

Few people who send out circulars realize that there are certain features which their efforts must possess in order to appeal in the least to their recipients. If you pick up specimens of this class of literature that abounds everywhere, you will be impressed with the general unattractive character. There is so much of this stuff about that you must needs have something good if you expect to derive any benefit from it.

The circular system of advertising is one of the best in vogue, if properly carried on. A circular should be prepared with features that will at once catch the eye of the busy business man, who, when he opens his mail, the moment an unsealed envelope comes to hand, loses his interest, and if his eye is not immediately caught



Billboard of the Sioux City Bill Posting and Advertising Co.

is dissipated because they reach a considerable number of people who are not local to the neighborhood, and who are not likely to be affected by the advertising.

The use of circulars and booklets is, of course, an excellent method of advertising for local city stores. If well written, and tastefully printed, and containing "business news" of real interest, they are apt to be effective. They need, however, judicious distribution.

The co-operative advertising sheet is a recent imitation of newspaper advertising that is being rapidly adopted by local stores in cities. Certain stores in the same block or immediate vicinity club together and purchase a ready-print periodical, in which they insert their respective advertisements, and then distribute the newspapers by hand gratuitously to "the neighborhood." The advantage of this method lies in the fact that the periodical is kept for the reading matter, and the advertisements get more attention than if they were in the form of circulars, which are difficult to preserve even with the best intentions.

The window is one of the most potent agencies in advertising for local trade. Its range is limited to those who see it, but if it is sufficiently striking, these will carry the news to others, and an interest be awakened in the vicinity which will prove fertile soil in which to plant a steady trade.—*G. T. C., in Printer's Ink.*

A tomb-stone advertisement should not necessarily be a dead one.—*Printer's Ink.*

### Cartoon and Poster in Politics.

The campaigns in New York and Ohio have furnished the apotheosis of pictorial power. Such broadsides of pungent pencil punches have never met the enemies' lines in any previous political combat.

While various phases of the political situation in other states afforded occasional subjects for the cartoonist, the storm center of pictorial pounding was in New York City, where the curious conglomeration of issues and the multiplicity of candidates and tickets, together with the factional contentions in each separate political movement, possessed humorous aspects that were the delight of the skillful cartoonists.

The manner in which the funny and ludicrous aspects of the municipal fight were hit off by the *World*, *Herald* and other New York papers each day, furnished marked illustrations of the possibilities of the cartoonist as a new power in politics.

In Ohio the republican managers introduced an innovation in pictorial campaigning. The issues were sharply, clearly and artistically presented in the form of handsomely colored posters. Some of the posters consisted of terse and concise sayings and mottoes, printed and colored in such a manner as to rivet the attention and command the studied gaze of passers-by. The poster is liable to become a great factor in the presidential campaign next year.

Subscribe for BILLBOARD ADVERTISING.

distinguish the names of the stations among all this printed matter. Not long ago an American traveling on the "Circle," seeing "Partington," the name of an eminent advertisement contractor, painted in enormous letters, concluded that this was the name of the station. When he arrived at the next stopping place he again observed "Partington" emblazoned in the same conspicuous manner. This somewhat surprised him, but he consoled himself with the thought that there must be two divisions of the "Partington" station, so he continued his journey and shortly afterwards arrived at "Partington" the third. Unable any longer to satisfy himself as to the mysterious recurrence of these letters, he proceeded to make inquiries, with the result of discovering that, misled by this Will-o'-the-wisp, he had gone two stations beyond the place where he had intended to alight.

The pertinacious advertiser does not stop at loading every inch of space in and about the stations, but he goes so far as to afford the companies additional means of revenue by utilizing the higher portions of the carriages with small tablets, which constantly appear before the eyes of the martyred traveler, setting forth panegyrics on building societies, patent shoe blackings, medicines, soaps, magazines, department stores, and various enterprises for which public patronage is sought.—*The National Advertiser.*

The General Advertising Co., of Philadelphia, with a capital of \$1,000,000, has filed articles of

by some alluring picture or phrase, boldly printed, the little missive will be dropped in the waste basket, where, doubtless, many others of its kind repose. So, in framing a circular, it is of the utmost importance that some bright saying or startling statement should lead off, and then, as people seldom peruse this kind of reading matter as a pastime, the story should be told quickly and as effectively as it may in a few words. Rouse interest in your goods, and let details be explained later.—*Business.*

### ADVERTISERS' CLUB BANQUET.

Writers of advertisements for the great retail interests of Chicago met at the Great Northern Hotel Nov. 14th and, after a banquet, discussed "The Most Important Consideration in Local Newspaper Advertising." The papers were all carefully prepared and earnestly debated, the various phases of the question being championed by F. D. Caruthers, W. C. Powell, P. A. Conne, Louis Leubric, C. R. Nichols, F. Jones, and other members of the organization, which is known as the Advertisers' Club of Chicago. A. J. Fisher was toastmaster for the evening, and most of the fifty-eight enrolled members were in attendance.

### Those Foolish Questions.

STEEKINS (a neighbor)—Hello! Jones, what you doin'? Laying down a carpet?  
JONES (who has just whacked his thumb)—No! you blasted idiot—the carpet was here when we moved in. I am just putting the floor under it.—*Truth.*

**THE ADVERTISER'S MISTAKE.**

Many advertisers throughout the country who advertise by distributing matter, almost entirely ignore the South, particularly those sections where the colored population predominate. These advertisers labor under the impression that the majority of the older colored population, being unable to read, in fact, being without any education at all, the distribution of circulars among them would only be a waste of time and money. This, however, is a mistake, and one that in the past five years has occasioned, no doubt, a considerable loss to advertisers.

Curiosity and a spirit of inquiry are prominent characteristics of the southern colored people, and to these qualities are many, who were thrown on their own resources at the close of the civil war, indebted for their success. While, as a general thing, the average negro of that section cares nothing for a newspaper, yet let him see a circular lying at his front door, particularly if it is made attractive by a picture or cut of some sort, he will take it up at once, and if unable to read, it will be preserved until he has a chance to learn its meaning from some of his children or other person who can read and explain it to him. Nine times out of ten, if the circular contains anything of interest to him at the time or that is likely to be of interest to him in the near future, it will be carefully laid aside for future reference.

The colored population of the South, in the past decade, have become an extensive patron of the mail-order system, more particularly in imitation of their white employers. Their patronage of that system, as yet, is confined principally to the cheaper grades of jewelry, watches, etc., as the dealers in that line of goods have long ere this shown their business tact in trying to secure the negro patronage. These people are none the less great buyers of patent medicines, for it is rarely that one can be found who does not complain of some bodily disorder, and is ever ready to try a remedy that is recommended to effect a cure.

Another erroneous impression is that the patronage of the negro is hardly worth the effort because of their poverty. Many of them are shiftless and very poor, it is true, yet, at the same time, there is a greater number who are economical and always have a spare dollar or two for an emergency.

In closing these few observations the writer will suggest that the extensive advertiser of this country cannot do better than extend his field of distributing samples, circulars, and other matter, than among this class of southern people. It is a territory that promises good returns, as it has never been thoroughly worked, much of it never worked at all, except through the mails by dealers in cheap jewelry, etc. But to make the work effective and attract the attention of these people, the advertising matter should be gotten up in an attractive manner and placed directly at their doors, if not in their hands. They are a people who appreciate consideration of that nature and will respond in kind as they are approached.

Advertising with a smart agent is paradise, and advertising without, purgatory.

**COMMENTS ON ADVERTISING.**

The firm is dead that does not advertise.

Success in business depends upon success in advertising.

Hence advertising is not a side issue.

It should have the precedence of all other questions in the mind of the merchant who aims at success.

It does live in the minds of merchants truly great. — *Profitable Advertiser.*

Some men expect their advertisements not only to bring them business, but also to go out and attend to it, while they embrace the opportunity to sit on a store box at the corner grocery and complain that advertising doesn't pay. — *Collector and Commercial Lawyer.*

The man who advertises only once a year has no abiding place in the public memory. It is his rival who reaches the public every day, and whose statements are to be relied upon, who achieves the greater measure of success. — *Denver Times-Union.*

I have learnt much about advertising from my wife. Some of the questions she puts over the advertising matter which I bring home in the evening are direct "posers," and evasion or open admission seem the only means of escape.

"These things," pointing disdainfully at the pile of printed matter, "always say that women are the ones who read the advertisements, and who do a large proportion of the buying, and to attract whom the advertisements should consequently be designed."

"Now you men say that woman is the commander of the nineteenth century, that you can guess her, etc. How then can these experts," she says, "talk so learnedly about something they don't understand?"

Only women know what other women like, and they should be the ones to design and criticize, yet I rarely see a line by a woman or about a woman.

Others may look at it differently but to my mind there seems to be solid hunks of truth in these views. Again:

"I see so much about bargain sale advertising being out of date, or a back number and so on, for my part, I would rather read and be more attracted by an advertisement of a large and well known house offering a 75 cent article for 49 cents than by all the 'see that hump and illustrated business going, and so would any other woman."

Expressive and forcible, and hereby commended to advertisers who seek to attract the attention of women. — *P. H. H. in N. Y. Time.*

By an Italian law every circus which does not perform every act promised in the printed programme, or which misleads the public by means of pictures, is liable to a fine of \$50 for each offense. — *Dina Public Ledger.*

A similar law in this country would ruin every circus on the road.

**PROVERBS FOR ADVERTISERS**

By "WAL" in London *Fame.*

A world of wealth lies in that one word—advertising.

Let thy advertisement be short, comprehending much in few words.

Know how sublime a thing it is to advertise and be famous.

An effective advertisement is a fair estate.

A little advertisement may save a deal of idleness.

A false circulation is an abomination to the advertiser, but a guarantee is his delight.

A good advertisement keeps off wrinkles.

He gets the best position who pays cash in advance.

Advertising is a constant want, and should be a constant study.

Measure your space before you write your advertisement.

Let your goods be known among all men.

Fit words are fine advertisements; but often fine words are not fit advertisements.

An advertisement should be intense expression of condensed ideas—one pithy line more pregnant than a windy column.

**L. H. RAMSEY.**

Our frontispiece this month is an excellent portrait of Louis H. Ramsey, who, under the firm name of Ramsey & Co., owns and controls the billboards of Lexington Ky., the Queen of the famous Blue Grass region. Mr Ramsey was born September 4, 1841 in Lincoln Co., Ky., and is therefore a colonel.

He went to Lexington to attend the State College in 1875, and has lived there ever since. In 1875 he embarked in business as a sign writer, and succeeded Dick Marsh, the old bill poster, in 1887. At this time the business was very small, in fact, advertisers had no confidence in the bill poster, and, as a result, the business had dwindled away to almost nothing.

With characteristic energy, however, Mr Ramsey went to work, and by dint of erecting boards in prominent locations, keeping paper up as per contract, living up to his promises, guaranteeing satisfaction, and much hard work, he has built up a business in bill posting, distributing, painted bulletins, and sign writing, that is second to no other in the country, taking into consideration the size of the town.

What is more to the point, however, is that he is one of the new school of bill posters. He has brought to his business modern methods, careful attention and close application.

In hands like his bill posting becomes an honorable pursuit and a legitimate business.

He is enterprising and upright, and enjoys a splendid credit and standing in his community.

If you'll mix a thought succinct  
With a little printer's ink,  
And dose your business thoroughly  
You'll drive your foes to drink.

**ADVERTISING NOTES.**

You can often tell more with a picture in a minute than you could convey in a week by text.

When a pictorial advertisement is apt, it speaks volumes at a single glance.

Advertising is not a science, it is a fine art, and those who are expert in it are artists in every sense the word implies.

An advertisement is rendered more efficient and valuable when it is possible to incorporate in it a cut of the article advertised. How much more valuable then is an exhibit at a fair or exposition where the article itself is seen, and all its workings demonstrated.

Say something worth telling in your advertisement. If you feel that you can't, better wait until you can.

Keep pace with the times, don't lag behind, and—don't get ahead of them either.

**POST OFFICE RULES.**

A funny postmaster recently sent to the post office department a new set of post office rules. They were:

A pair of onions may go for two cents.  
Ink bottles must be corked when sent by mail.

It is unsafe to mail apple or fruit trees with the fruit on.

Alligators over 10 feet in length are not allowed to be transmitted through the mails.

As all postmasters are expert linguists the addresses may be written in Chinese or Choctaw.

Persons are compelled to lick their own postage stamps. The postmaster cannot be compelled to do this.

Persons are earnestly requested not to send postal cards with money orders enclosed, as large sums have been lost in this way.

John Smith gets his mail from 674,279 post offices, hence a letter addressed to "John Smith, United States," will reach him.

Ducks cannot be sent through the mail when alive. The quacking would disturb the slumbers of the clerks on the postal cars.

It is earnestly requested that lovers writing to their girls will please confine their gushing rhapsodies to the inside of the envelope.

Nitro-glycerine must be forwarded at the risk of the sender. If it should blow up in the postmaster's hands he cannot be held responsible.

When watches are sent through the mails, if the sender will put a note on the outside, the postmaster will wind and keep it in running order.

When you send a money order in a letter always send full and explicit directions in the same letter so that any person getting the letter can draw the money.

The placing of stamps upside down on letters is prohibited. Several postmasters have been seriously injured while trying to stand on their heads to cancel the stamps placed in this manner. *Purtonia Advertiser.*


**ELDER, JENKS & RABORG**

*'Excelsior'*

**Circus Paste**

—AND—

**BILL POSTERS' BRUSHE'**



Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.

Will not come apart.

Used and recommended by Barnum Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

**Size 9 inch.**

**Price \$30.00 per doz.**

**\$3.25 Each**

**Extra Extra for Circuses**

**\$40.00 per Doz. \$4.00 Each**

Sent C. O. D. to all parts of the Country.

**ELDER, JENKS & RABORG**

*Brush Manufacturers*

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

# Colorado to the front!

It produced over \$100,000,000 in Gold and Silver During the Past Year.  
Advertise your Goods to People who have the Money to Buy.  
Correspond with

## The Curran Bill Posting & Distributing Co.

Who Control the Bill and Bulletin Boards in

Denver, Pueblo, Colorado Springs, and Surrounding Towns.

And who can Contract to POST, PAINT or DISTRIBUTE Colorado,  
Wyoming, Utah and New Mexico.

General Office, Denver, Colorado.

### "ONLY A BILL POSTER."

By GEO. W. STEVENSON,  
(A BROTHER "PASTE.")

*Dedicated to the International Bill Posters' Convention, held at Boston July 12, 1892.*

Only a Bill Poster, with bucket and paste,  
Working for bread, with all possible haste.  
No time to think, no time for day-dreams;  
The world thinks him dumb, just what he seems.

He runs up the ladder with dextrous pace,  
Spreads out a bill, and, minding the face,  
Matches the shoulders on to the head,  
Leaving it perfect, with two brush's spread.

He lays out the stands, rolls up the sheets;  
Giving kind words to all whom he greets.  
As they sing out, "What's up to-day?"  
"Hyde & Behman in specialty," you'll hear him say.

Or John McCullough as Richard; Keene as Macbeth;  
John Raymond in "Fresh," so the bill say'th,  
"Mary" in "Ingomar;" Ada Gray in "East Lynne,"  
Charles Davis as Joslin," (a terrible skin).

Charles Gardner in "Karl," or Maginley's "Square Man,"  
"Square Man" is a hit, (beat it who can).  
Robert Van Winkle as Rip McWade,  
(Tho he acts well it never has paid).

Billy Power, the "Galley;" Harry Webber as "Nip,"  
Minnie Palmer, as "Sweetheart;" Sir Joseph as "Rip."  
So he answers the questions, and speeds on his way;  
Bread and butter is wanted, no time for delay.

On he speeds with his work—bent on the gains—  
Not a minute for thought; no use for brains  
Other than those to get the "stand" square,  
With streamer at top, the rest pretty fair.

The dates and the blanks equally spaced,  
"Cut down at the end," and properly placed  
To suit the eye of an agent or two,  
On their first season out, and too utterly "new."

He may have thoughts would astonish the world;  
He's no time to tell them, so he is hurled  
Bang up against the rough end of life;  
It's "paste" or be starved in this world of strife.

There's a class in this world of the Miss Nancy kind,  
Who turn up their noses (the largest part of their mind).  
For he is "only a Bill Poster," without any brain,  
Crowding through life for positive gain.

"Only a Bill Poster," without any brain,  
"Slinging out paste" for positive gain;  
While the lah-de-dah Nancy gets out of his track,  
If the Bill poster passes, for fear of contact.

We can make better brains with our mustiest flour,  
Laid out in the sun and baked for an hour,  
Than these poor devils, with pomp and conceit,  
Who, meeting a Bill Poster, cross the street.

"Only a Bill Poster," yet he thanks God,  
Who made men alike—to end in the sod,  
That the fool sleeps as well as the man full of thought,  
It ends in the grave, then—nothing—but naught.

Then brothers in paste don't get sad at your fate.  
You can think for yourselves, and though you may hate  
The ass who turns up his aesthetic nose,  
Like you, in the end, he "turns up his toes."

And when we get through with paste, bucket and flour,  
Care and work laid aside, and it comes the last hour;  
We'll each drop a tear for the other who's gone,  
And let the world go on with laughing and scorn.

### LATER.—BY SIXTEEN YEARS.

*Respectfully dedicated to the International Association at Detroit July 12, 1895.*

The genial souls of other days,  
The Posters often greeted;  
Have passed beyond the need of paste,  
And at His right hand are seated—(or otherwise.)

Poor John McCullough, bright "Billy" Power,  
McCauley and Fowler, have met the last hour;  
John Raymond, too, with Barrett and Booth;  
George Knight and Forepaugh, old age and youth.

Barnum and Scaulan, have all passed away,  
Leaving old fogies, like myself and Sam Clay,  
Still bossing the brush or daubing with paste;  
(With not so much vim, nor nigh the same haste).

For the years have been creeping up our back hair,  
Leaving traces of gray, with wrinkles of care  
On our once "noble brows" and our cheeks once so red;  
Are shriveled and shrunken, like a codfish gone dead.

Yet, our old hearts oft thrill with the slang  
Of the old-time actor, or the Bill Posting "gang"  
Tho' memories keen, for more'n sixty odd years,  
Tell of hopes crushed, of hearts full of tears.

For many of those we've known in the past,  
We trust where they've gone, they're leads in the "cast"  
And when Sam and I get the right "cue"  
We'll throw down the brush and come and join you.

To you who are living we advisedly say—  
Just keep on living, as long as "twill pay;"  
For you can't just tell what you'll get after this;  
So the fun you get here won't come amiss.

Now good-bye daubers, comrades in paste,  
Be good to yourselves, each to his taste,  
And when you next meet, if you miss me and Sam,  
I'm sure you won't say, "I don't give a d—m."

St. Louis, November 20, 1895.  
EDITOR BILLBOARD ADVERTISING,  
Cincinnati, Ohio

Dear Sir—Enclosed find check for a 2½ inch quadruple column space ad in your Christmas number. Set up the enclosed copy as attractive as you can and oblige. We congratulate you on the way BILLBOARD ADVERTISING has come to the front, and ourselves, on the good work it is doing for the craft.

A Merry Christmas and a Prosperous New Year are the wishes of

Yours sincerely,  
ST. LOUIS BILL POSTING CO.,  
CHAS. K. HAGER, Sec'y.

### Charge For Dates.

New Rochelle, N. Y., Nov. 24, 1895.  
EDITOR BILLBOARD ADVERTISING,  
Cincinnati, Ohio.

Dear Sir—Will you give information in regard to counting dates, when a bill poster is doing work for a theatre, circus, or traveling company, as I have had disputes with agents in this particular. Some say it is right to charge for them, others hold it is not. Please give the desired information, as other bill posters may have had the same trouble, and a decision from you would be authority.

Respectfully yours,  
GEO. E. LEVENISS.

It is right to charge for all dates, it matters not whether pasted under or over regular paper.—[Ed.]

Modern Science.—Gilhooly: It is astonishing what progress has been made by science during the last few years. It is wonderful in how many instances, thanks to science, that the genuine article can be imitated.

Gus de Smith—Yes, a New York firm advertises for artificial flower boys. How will an artificial boy do for a triumph of modern science?—Texas Siftings.

### Bill Posters' Notes.

The following explanation is due Mr. Edw. A. Stahlbrodt, viz: In conformity with the resolutions adopted by the New York State Association, Mr. Stahlbrodt ordered his advertisement out, but the form containing his advertisement, had been sent to press the day before his letter reached us.

The same is also true of Mr. Castner.

"Hote" is out of the New York State Association, and is glad of it.

After voting not to accept work from anyone except Stahlbrodt, the various members of the New York State Association very promptly went home and wrote the O. J. Gude Company for work. McAllister, of Troy, Whitmier & Filbrick, of Buffalo, the newly elected president, M. Castner, of Syracuse, in fact nearly every member except the Rochester Bill Posting Co., and J. Ballard Carroll, have violated their resolution.

Slick Sam Pratt and his fine Italian hand are as smooth as ever.

If gall were gold, Edward A. Stahlbrodt would be as rich as Croesus.

When a man has the sublime nerve to post bills and paint signs in the Garden of the Gods, his opinion is well worth consideration. In speaking on the subject of service rendered the advertiser, Mr. Curran says:

"The average bill poster should take more care in building his boards. Use good lumber in the first place, as it is cheaper in the long run; and if he should happen to have old boards that are up, should pull them down and put new ones in their places.

"If he is afraid to pull a board down, thinking he cannot get it up again, he should spend a little money on canvas or muslin and put the paper on top of that."

There never was anything more true. The advertiser who sees his paper on rickety old boards, torn and flapping around in the wind, immediately sets his wits to work to devise another method of reaching the public. Good service is demanded, and those furnishing it are well repaid for the extra effort and expense.

LOUIS V. MENDLER. JOSEPH A. HARR

**ROBERT MAYER & CO.**

LITHOGRAPHIC PRINTING INKS  
VARNISHES  
IMPORTERS OF LITHOGRAPHIC STONES AND MATERIALS OF EVERY DESCRIPTION

50 BARCLAY ST. NEW YORK.



**GEORGE W. RIFE.**

Some men are born great, others achieve greatness, and some have greatness thrust upon them. So says the familiar adage. The great men of rather the most successful, men of our age are those who by their own individual efforts and indomitable pluck have bravely battled against every obstacle and firmly grasped the most round in the ladder of fame with a determination to maintain that coveted position.

The subject of our illustration, George William Rife, was born in February, 1861, in Baltimore, Md. and is now less than 35 years of age. In his youthful days he manifested a spirit of independence that gave promise of self-reliant manhood. He obtained his early education in the public schools of his native city, and afterwards took a collegiate course at the Southern Business College, receiving a diploma from that institution in 1875, when he was but 14 years of age. His initial experience in mercantile life was that of stock clerk for a clothing house. The duties of that position did not prove congenial, nor satisfy his restless and ambitious spirit. He secured a clerkship in a cotton broker's office and shortly made a change from that position to the shoe business. It was about this time that he began his theatrical career in the capacity of doorkeeper at Front Street Theatre, the duties of which required his attention only during the evening.

His intuition for affairs theatrical at once developed to the exclusion of all other business considerations, and being deeply impressed with the truth that he had discovered his life's vocation, he abandoned mercantile pursuits and established a dramatic and vaudeville agency in Baltimore. The stock company system was at that time in vogue. Mr. Rife prospered in his new enterprise and transacted a general dramatic business for the western and southern theatres.

He discontinued his theatrical agency in 1876 when the organization of traveling combinations became popular. In 1877 he was advance agent for a leading organization and continued "on the road" for two seasons. In 1879 he received an appointment in the office of the Secretary of the Treasury, at Washington, and at the expiration of his term of office, he, by natural inclination, again renewed his acquaintance with the theatrical world by accepting the management of the Academy of Music in Wheeling, W. Va. He successfully conducted that theatre for one season, and in 1881 returned to Baltimore to accept the position of treasurer of Kernan's Monumental Theatre, in which capacity he continued until September, 1886, together with being the assistant manager of Kernan's Baltimore and Washington theatres.

At the opening of the season of 1886 Mr. Rife was appointed general manager of Mr. Kernan's united theatrical enterprises. In 1886, three years prior to his appointment as general manager, Mr. Rife had purchased the bill posting business of Messrs. Wachtel & Co., of Baltimore, which at that time had been established for seven years, in opposition to the city bill posters, A. T. Honck & Co. Then commenced a nip and tuck rivalry between these competing firms. At no period of his existence was the grit and determination of the younger competitor made more evident than during his fight against the city bill posters. All offers and suggestions of compromise were rejected. Mr. Rife finally purchased the entire interests and bill posting equipment of A. T. Honck & Co., which at once gave him full sway and a monopoly of the bill posting and paste manufacturing business in Baltimore, controlling all billboard space in the city and adding thousands of square feet in every desirable location. His progressive ideas and business genius suggested many improvements in the methods of facilitating his now extensive and exclusive bill posting field.

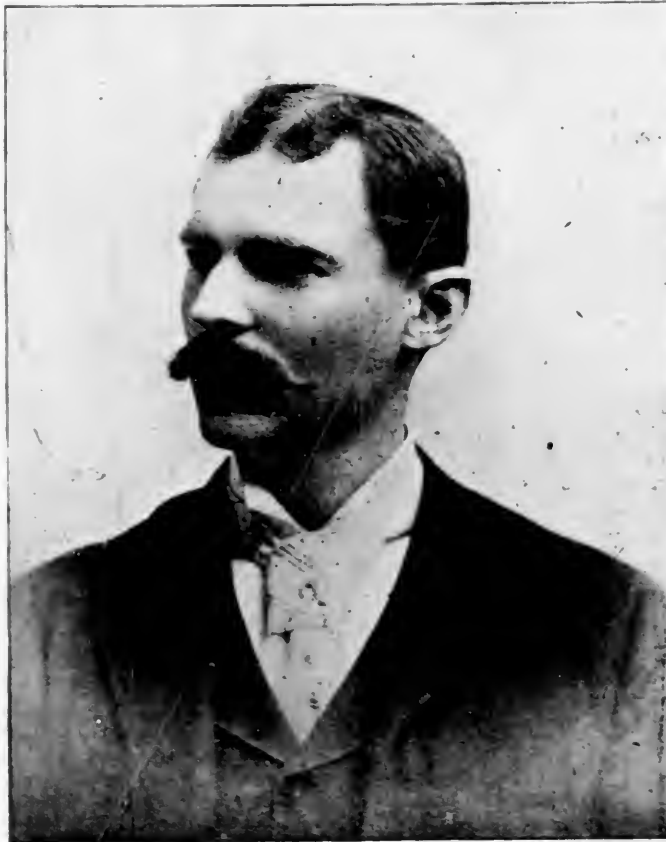
He invented and had constructed a bill poster's wagon, which in outward appearance somewhat resembles a police patrol. The compact and ingenious arrangement of this wagon provides divisions or sections for posters and bills of various sizes, buckets, paste, brushes, water and all other necessary appliances. Mr. Rife's enterprises had now assumed such extensive proportions that he found it both practicable and necessary to conduct his bill posting business under a partnership. In 1887 he formed a co-partnership with Mr. George H. Honck, under the firm name of Rife & Honck.

In August, 1890, Mr. Rife joined with Messrs. Kernan and Honck in the purchase of the unexpired lease of the Holliday Street Theatre, Balt-

more, from Mr. J. W. Albaugh, and Mr. Rife at once became its manager, with the firm of Kernan, Rife and Honck, as proprietors.

In August, 1891, Mr. Rife, in conjunction with Mr. J. Albert Cassidy, purchased the extensive printing plant of the late Wm. T. Day; this business is now conducted under the name of the Wm. T. Day Printing Co. The firm make a specialty of publishing theatrical and resort programs, and control the following issues, Albaugh's Lyceum Theatre, Kernan's Howard Auditorium, Holliday Street Theatre, Kernan's Monumental Theatre, Tolchester Item, Bay Ridge Journal, Baltimore B. B. and Score Book, also Kernan's Lyceum Theatre program, and the Bay Ridge Journal, of Washington, D. C.

In December, 1893, Messrs. Rife and Honck purchased the old established and popular Fry's Theatrical Express adding thereto the feature of local or city express business. Their equipment is most extensive, including as it does every style of vehicle, from light express wagons to massive trucks for moving scenery, &c.



**GEORGE W. RIFE.**

Those who know Mr. Rife and meet him every day, have often wondered how it is possible for him to manage and direct so many business enterprises for himself and others. It is, however, an incontrovertible truth that he gives personal supervision to every detail of his various business interests, besides managing the affairs of Holliday St Theatre and Mr. Kernan's Monumental Theatre and Howard Auditorium of Baltimore, and Lyceum Theatre of Washington, D. C.

In 1882 Mr. Rife married Miss Fannie Stevenson, of Baltimore, and is now the father of a trio of bright and interesting children. Among the various orders and organizations with which Mr. Rife is actively associated, he is distinctively prominent in the Masonic Fraternity, he being a member of Joppa Lodge, No. 132, A. F. & A. M., Adoniram Chapter, (Royal Arch Masons), No. 21, Monumental Commandery, (M. K. T.), No. 3, and Bonnil Temple, Nobles of the Mystic Shrine, he is also a member of Baltimore Lodge, No. 7, B. P. O. E. As may be readily surmised, Mr. Rife has a legion of warm and earnest friends, and is everywhere greeted with that cordiality which gives evidence of the popular esteem and respect in which his character as a man and a gentleman is estimated. In social and business life his example and integrity as a self-made man is worthy of emulation.

**Short Talks on Advertising.**

Advertising, like charity, begins at home. In other words, to advertise a store, first get your store. There are so many horrid examples of how not to keep a store, that enumeration of the different bad ways is hopeless. It is useless to advertise outside of the store and not inside. The first requisites in a system of advertising are cleanliness and order, general rightness in the appearance of the store. After that comes courtesy, and the quality of the goods. It is hard to tell which of these is the more important. A pleasant, cordial, but not obtrusive and obsequious, manner makes and holds trade. No matter how insignificant the transaction, it doesn't take any longer to be amiable than to be crusty. There is such a thing as being too pleasant—familiar—that is not good. It leads to a lack of respect. A merchant should always maintain his dignity in the store and in his advertising. Advertising should be the bulletin of the store—a mirror in which the store's characteristics and goods may

**ARE PASTE BRUSH ARTISTS.**

**MEETING OF INTER-STATE BILL POSTERS.**

**Meet at the Oshkosh, Wis., and Strengthen Their Organization Some of Those Who were Present.**

There are a lot of princely good fellows at the Palmer House to-day who are sandwiching a considerable amount of jollity in an extensive amount of business as they go along. There is Clarence E. Runey, who is familiarly known as "Little Annie Rooney" among his associates, and Charles B. Kittredge who is dubbed "Kitty" by nearly everybody that knows him. Mr. Runey is the editor of the Waukegan (Ill.) Journal. Then there is P. F. Schaefer who is president of the Cook county republican marching club, the finest equipped political organization in the United States, which will leave in a body next Tuesday for Atlanta. There also two Williams, both named John and each having F. as a middle initial. One is the manager of the Oshkosh opera house, and the other is the superintendent of the R. J. Gunning Co., the largest paint and sign company in the world—a concern that employs fifty-two crews of men in Chicago alone to decorate bulletin boards, dead walls and fences. Incidentally there is a Case from Oshkosh.

These gentlemen, and many others, are in the city to attend a meeting of the Inter-State Bill Posters' Protective Association, a call for which was issued by P. B. Haber, the third vice-president. The meeting is being held in the parlors of the Palmer House. The object of to-day's meeting is to thoroughly outline the policy of the association for the benefit of non-members who have been invited to attend and join. The Inter-State is a comparatively new organization, but so successful are its methods that they appeal to advertisers, and the secretary has received already 2895 answers from firms who desire to advertise. It is the purpose of the bill posters to unite not only for their own protection, but to guarantee conscientious service to the advertiser. The association aims to embrace in its membership the owners of billboards in small towns as well as large cities, for advertising is placed by large firms in proportion to the amount of territory that can be covered. All members are required to give a bond for a performance of work entrusted to them, and the advertiser is furnished with a list of responsible men, their facilities and prices. In turn, the members are furnished with a list of all advertisers whose credit is not good. The association also employs two traveling inspectors, who visit the various cities containing members, and if the member has been negligent in his work he is reported to the association and subsequently loses business. This has been found necessary, as many advertisers have had just cause to find fault with the manner in which posters and bills have been distributed. The new order of things tends to give the advertiser confidence in the association, which they desire to employ, as many of the heaviest advertisers in the country are now sharing their business with bill posters instead of giving it wholly to the newspapers as formerly.

Mr. Runey, in an address made to the association this afternoon, pointed out the necessity of giving advertisers square service. He also recited many interesting facts and figures. Said he:

"The Royal Baking Powder Company are currently reported as having spent \$500,000 annually for newspaper advertising. During the past year one-half of this amount was placed in the hands of the bill posters. For Pyle's Pearl-line \$300,000 a year is spent in newspapers and \$50,000 in poster work. Walter Baker's Cocoa is advertised to the extent of a million a year in newspapers and magazines, and fully a quarter of a million on billboards and walls."

Interesting figures were given in regard to street-car advertising, which is largely controlled by the bill posters. Each car generally contains twenty advertisements, and to put one advertisement in each car in all the principal cities, costs \$100,000 annually. On that basis street-car advertising alone yields a cool two million each year. The Barnum Circus pays \$7,500 in order to get thorough service in Chicago prior to its two weeks' season.—*London's Commonwealth*, November 5, 1895.

Theory is all very well in its way,  
But it's practice that makes an advertisement pay

be reflected. If the advertising is good and the store bad, the advertising cannot possibly pay. People may be drawn to the store once, but they will not return.—*Troy Press*.

When you first take home an alarm clock you chuckle to yourself and think the alarm is loud enough to wake the dead, and that you will never be late to office again on account of over-sleeping. The first morning, or two or three mornings, perhaps, it works like a charm, but after that you don't hear it at all, and sleep on as serenely as before. Now, we have often thought that if a man had an alarm clock that would make a different noise every morning, a clock, for instance, that would yell "Fire" one morning, "Murder" the next, "What'll it be, gentlemen?" the next, and so on, he would never fail to wake up.

It's the same way with an ad. It works the first time allright, if it is sufficiently loud and strong, perhaps, it will work a time or two more, but after that the public sleeps on as serenely as before. Make it say a different thing every day, and watch the result.—*Brains*.

## The Rochester Bill Posting Co.,

EDW. A. STAHLBRODT, Manager.

## BILL POSTERS, DISTRIBUTERS AND GENERAL ADVERTISERS,

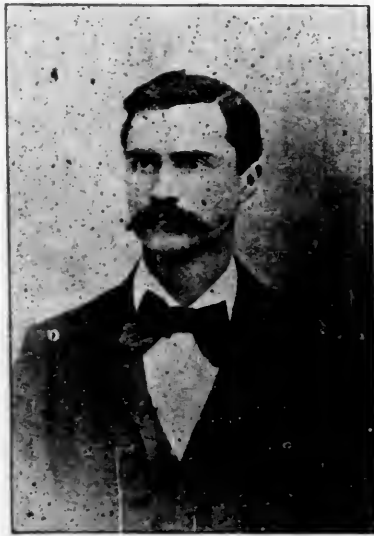
No. 16 and 18 Mill Street, ROCHESTER, N. Y.

NEW YORK OFFICE, 621 Broadway.

No. 10 North Park Row. ERIE, PA.

## THE ERIE BILL POSTING CO.

EDW. A. STAHLBRODT, Manager.



I. N. DOUGLAS.

The above portrait is an excellent likeness of Mr. I. N. Douglas, of the Southern Bill Posting Co., Knoxville, Tenn. He is affectionately and familiarly known among a large circle of friends as "Ike," and enjoys a splendid reputation and a good credit. Mr. Douglas is one of the originators of the Southern Bill Posting Co., having bought out the old company in October, '94, and taken in Mr. Barnes, his present partner.

He was born in Jonesboro, a little hamlet just east of Knoxville, which was the first capital of Tennessee, and was raised and educated in the immediate vicinity. He is an Elk, a Knight of Pythias, a member of the Golden Chain, and several other orders.

## Bill Posters' Gossip.

The Ancient Order of Prowling Prudes has broken out afresh in several sections of the country during the past month, and are minding other people's business with their usual zeal and activity. Of course they are regulating the billboards and calling down the wrath of God on bill posters and theatrical managers; but that is to be expected. We only refer to it because the newspapers have given their frothings more than usual space.

They never accomplish anything, in fact, seldom occasion even slight inconvenience on the part of those whom they have singled out for attack, because no fair-minded person pays any attention to a pack of old maids and superannuated clergymen in matters of this kind.

The cupidity and malice of the publisher, however, seldom fails to get the better of his judgment on these occasions, and the temptation to throw rocks at the bill poster under cover of the silly resolutions of a lot of old women is more than he can withstand. That is all there is to it.

Brush up your office with the new year. Get in line with your enterprising and progressive fellow-craftsmen, whose counting rooms are as handsome and commodious as a bank. It will help you and reflect credit on the business at large.

One of the most encouraging evidences of the excellent service rendered to advertisers by the Chapman Bros., of Cincinnati, and of the high esteem in which they are held by their patrons, lies in the fact that over a dozen large firms allow them to exercise their own judgment entirely in regard to all paper put out. The Liggett & Meyers Co., of St. Louis, are guided solely by Messrs. Chapman Bros' advice, both in regard to quantity and locations.

Otting & Sons, of Newport, Ky., have an especially fine line of commercial patronage.

O. P. Fairchild, of Covington, Ky., is one of the distributors who does distributing, and does it right.

Miller Bros., of Columbus, Ohio, have bought up most of the boards of the opposition instituted by the Barnum & Bailey shows.

The American Bill Posting and Advertising Co., of Chicago, has had a splendid run of patronage from the Chicago papers. Competition is keen among the journals of the Windy City, and has resulted in their all reducing their prices to one cent and using space on the billboards in extravagant quantities.

Many bill posters are adding a department devoted to mural signs and painted bulletins to their business, and it may be all very well for those who are able to attend to it properly, but for one who cannot run bill posting alone it is nonsensical.

The New York City Association continues to preserve peace and harmony, and is therefore to be commended most highly. Just why Messrs. Munson and Reagan & Clark should not now be eligible for membership in the A. B. P. A. is to us past understanding.

There will likely be two tickets in the field when the election takes place next summer in Cleveland. Al Bryan is wanted for president by a considerable number

of the Association members, but President Campbell has quite a following who want him continued in office.

C. D. Hammond & Co., of Pittsburg, Pa., have plenty of good boards, but the greater part have been contracted for by the theatres.

Arthur M. Plato, of Frisco, will attend the next annual meeting in Cleveland.

No field of industry has undergone more rapid development of later years than that of the afficheur.

Jas. A. Curran is a presidential possibility next year, and Geo. Robinson, of Dallas, is mentioned for vice-president.

"Prompt answers to all correspondence" is a legend we would like to see prominently displayed on all bill posters' advertisements and stationery.

A subscriber writes as follows: "I am much interested in your publication, and though only a retailer in an interior city, I read it from beginning to end with great pleasure. I was much surprised to see in Mr. Biardot's interview, in the November number, that he prefers thoroughfares to residence streets upon which to display his posters. If it was an article that men buy there might be reason in his choice, but as it is the housewife who buys the soups, to my mind the paper ought to go where she will see it oftenest, and that is on the outskirts of the cities. When madam comes down town her mind is on her shopping or the immediate work which she has in hand, consequently her mind is not in a receptive state, and the posters on the walls fail to make a strong impression. Advertise cigars, shirts, magazines, clothing, or men's ware in the heart of the city, but put women's ware, foods, etc., where the lady of the house can survey it at her leisure. I am sure this is right for I know that, even in my own case, the first posters that I see after leaving home in the morning always impress me strongly, while those that are displayed down town, which I encounter during the busy hours of the day, are hardly noticed."



JOHN A. LAKIN.

Whose portrait appears above is the veteran bill poster who does the hustling in Cooperstown, N. Y. Mr. Lakin has been in the bill posting business since 1868, and has managed the Opera House in Cooperstown, for a number of years. He has also put in part of his career on the road, having been connected with the old John Robinson Shows, and several theatrical organizations. Mr. Lakin is also a veteran of the late war.

## ANSWER ALL CORRESPONDENCE PROMPTLY.

Numerous complaints have reached this office from advertisers regarding the difficulty of obtaining answers to correspondence from various bill posters. The evil is evidently very prevalent, which is a matter much to be deplored. A business man, and a bill poster is a business man, who fails to answer a business letter is unworthy of the name. He is rude, uncivil, in fact, a little short of boorish. Discourtesy of this nature does more to hurt the calling than all the other evils that assail it.

Every bill poster should make it a point to render all reports, receipts and acknowledgments promptly, and to bear in mind that every letter of inquiry, no matter how trivial, deserves an answer.

Cincinnati will be the objective point towards which many bill posters will turn their faces early in January. The occasion will be the annual meeting of the Protective League of American Showmen, of which many knights of the brush are members. There will be much shaking of hands and no little conviviality.

The paste brush made by Elder Jenks and Raborg, of Philadelphia, is highly spoken of by all the firms who use it.

If you want to please the advertiser give him good service and charge him for it, but do not advance the price until you have justified the increase by well-ordered boards, carefully selected locations, and a corps of efficient employees.

P. F. SCHAEFFER, President, Chicago, Ills.  
P. G. STOUT, 1st Vice Pres't, St. Louis, Mo.  
W. J. HORN, 2nd Vice Pres't, Springfield, Ill.  
P. B. HABER, 3rd Vice Pres't, Fon du Lac, Wis.  
CHAS. C. MAXWELL, Treas., Lincoln, Ill.  
CLARENCE E. RONEY, Sec., Waukegan, Ill.

P. G. STOUT, D. SPENCER, A. H. CARNEGIE, F. P. MEYERS, L. E. TIEMANN, C. STARKS, G. HEBERT, C. E. PERRY, A. D. GOODMAN, A. J. TURNER, C. H. GRIEBEL, L. ROLFEY, TARRANT & KRONSHAGE, Milwaukee.—Attorneys—MAXWELL & MAXWELL, Lincoln, CHAS. B. KITTREDGE, Waukegan—Traveling Inspectors—C. E. RONEY, Waukegan.

Address all Correspondence to the Secretary.

When you write, mention *Billboard Advertising*.

## Inter-State Bill Posters' Protective Association.

Scale of Prices Adopted for Listed, Protected and Renewed.

Population	Per sheet
1,000 to 5,000	3 cents
5,000 to 10,000	4 cents
10,000 to 20,000	5 cents
20,000 to 40,000	6 cents
40,000 to 60,000	8 cents
60,000 to 150,000	9 cents
Over 150,000	12 cents
One Sheet, 15 days	3 cents

**THE DONALDSON GUIDE**

3rd Edition now in process of compilation.

- It will embrace every town of over four hundred ability inhabitants in the United States and Canada, with a full and complete description of each.
- It gives the population of the town.
- It gives the population of the county.
- It gives the name of the bill poster.
- It gives his street address.
- It gives the name of the distributor.
- It gives his street address.
- It gives the name of the opera house.
- It gives the name of the local manager.
- It gives the names of the halls.
- It gives the names of their managers.
- It gives the names of the newspapers.
- It gives the names of the editors.
- It gives the date of publication.
- It gives the names of the dramatic critics.
- It gives the names of the dramatic correspondents.
- It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt.

**GET YOUR NAME IN**

In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising column, and render all necessary aid in furnishing data, information, etc. Blanks are provided for the purpose by the publisher and can be had upon application.

**PUT AN AD IN**

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

**It will bring you business.**

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

**ADS ARE CHEAP**

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

**SEND FOR BLANKS**

The price of the Donaldson Guide is \$2.00 each, and it is worth many times its cost to those who use it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to circulate for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

**W. H. DONALDSON,**  
Cincinnati, Ohio.

**Happenings in Several Cities.**

**Another State Association.**

The bill posters of Connecticut have formed an association, to be known as the Connecticut Bill Posters' Association. The organization took place at Bridgeport, Conn. H. H. Jennings was elected president and treasurer, and Wm. McGuinn, of Thomaston, secretary.

**Police Censorship in Four Cities.**

William Davis, employed by the Old Colony Bill Posting Company, at Providence, was fined \$5.00 and costs for posting a bill which did not meet the approval of the Chief of Police.

It is a misdemeanor in Schenectady, N. Y., for any person to ring the door bell or arouse the attention of the occupants of a house when leaving a hand bill or advertising sheet. Bill posters are prohibited from posting bills on rocks or trees adjoining the highways without the consent of the owners. There are penalties of \$10.00 fine and six months imprisonment attached to the offenses.

The San Francisco city council is considering the manner in which the fences of the leading streets of the city are at present posted with large and, in some cases, objectionable bills. A resolution was adopted by the board expressing disapproval of this display of advertising on fences, and particularly those of an objectionable nature.

The Indianapolis Commercial Club has laid before the Board of Public Works in that city a resolution expressing the opinion that it was unfortunate that any portion of the public buildings or bridges of the city should be let for advertising purposes.

Two boys were arrested in Kansas City, for posting bills on the telephone poles there. They were not in the employ of Mr. Hudson, but were doing the work surreptitiously for the Lincoln Tea Co. The boys were discharged as the authorities were unable to locate the agent of the Tea Company, who was really the guilty party.

**SUCCESS ASSURED.**

*The Lawyer* — Jagway has just invented a new cocktail. I saw him yesterday and I guess it's going to be a success.  
*The Clerk* — What did he say about it?  
*The Barber* — He couldn't talk — yet.

The following little story shows conclusively the attitude of the public toward theatrical attractions which "bill":

Wm. R. Hayden, who is managing Stuart Robson this season, is the man who first "circused" Shakespeare. He was an old showman, and he hit upon the plan of advertising Shakespearean plays as if they were so many jumbos, fat men, or broken neck freaks. He spread thousands of miles of dead wall with Othello and Iago in the "quarrel scene," Hamlet on the platform at Elsinore, and Richard and Richmond battling to a finish on the Bosworth downs. Tom Keene, the tragedian, was the star of this "circus" scheme of Hayden's, and people flocked to the theater, brought hither by Mr. Hayden's spectral lithographs, to see who this star could possibly be. Keene, who was then in his prime and vigor, was sufficiently robust to capture the hot polli, and he made a fortune. Mr. Hayden and Keene differed as to who was responsible for the success of "circusing" Shakespeare, but the popular impression went abroad that Billy Hayden and his Shakespearean "circus poster" made Tom Keene.

That this happened long ago has no bearing, as the feeling is as strong to-day if not intensified. This fact is abundantly proven by the success of all shows which are well billed.

George H. Meade, has appointed advertising agent of the Chicago Great Western Ry., with headquarters in Chicago. His duties will be broader than those of the ordinary advertising agent, as he will have charge of all affairs of the road connected with advertising, including office signs, etc. In addition to the title of advertising agent he will hold an entirely new title, never before known among railroad officials, which is "chief of the department of publicity," which title covers the duties not usually attached to the advertising agent's office.

A correspondent writes as follows: "I have had rather an unfortunate experience with bill posters. On a recent tour I found that paper left at six different towns had been only partially posted and that two of the firms had sold what they did not post to the manager of a rival attraction."

With all due respect to our informant we wish to state that none of the six were bill posters. They are a bastard sort of vermin, who are masquerading as bill posters. As a type they are almost extinct, but occasionally one meets with them even yet. We would like to have the names of all of them. It would afford us great pleasure to take a few falls out of them.

**DENVER NOTES.**

Smith Turner, agent of "Fast Mail," was here, and played Denver week of December 2d.

Mr. John Moran, traveling agent, representing the Kohler Manufacturing Co., of Baltimore, Md., was with us in Denver this past month, and will visit Pueblo and Colorado Springs on his way West. We highly recommend him to all bill posters.

Mr. Hogle representing J. P. Primley, Chicago, Ills., manufacturer of Primley's Pepsin Gum, was in Denver with five salesmen, and, checked up his paper in Denver, Pueblo and Colorado Springs, and was highly pleased. Mr. Hogle is a hustler and one of the best advertisers who visits this section of the country.

The English Syndicate Shows, owned by Wm. Sells, Rentfrow & Holton, ran into winter quarters last week, in Denver, and will be all ready to start on their merry tour in the Spring.

John Moore, the prince of all hustlers, is piloting at the head of Chas. E. Schilling's Minstrels, on his way West. The only trouble with Moore is, he carries a cane and tries to explain to every bill poster how to post bills or hang lithographs. In the hereafter he may know better.

Chas. E. Schilling's Minstrels are doing a big business through Colorado. They opened the season this last month in Denver.

**Opposition in Salt Lake City.**

Anderson Bros. have controlled the bill posting situation for some time, but now they are contested in the field by a new company, under the control of Peter Elliott. The competition has been lively, and both companies have been hustling, and now both have commenced to resort to building boards on the same lots, shutting in the other fellows, and such little things as that.

Some bill posters hate opposition like the devil hates holy water.


Claude Robinson, of McLeansboro, Ills., combines bill posting with sign writing.

Clarence E. Runey, of Waukegan, Ills., who has done much toward the organization of the Inter-State Bill Posters Association, is editor of the Waukegan Journal.

Democrats read a democratic paper, and republicans read a republican paper, but everybody reads the posters on the wall.

Associations, like trade unions, when they attempt to run counter to the great principles involved in the law of supply and demand, are as powerless as a toy boat in a maelstrom.

Charles S. Fee, G. P. A. of the Northern Pacific Ry., takes exception to the new poster issued by the Southern Pacific Ry., wherein St. Paul is represented by an iceberg, and Los Angeles by an orange-tree.



## BRIGHT IDEAS

### IN YOUR ADVERTISEMENTS

Will draw the public to you and to what you have to sell. You may write good ads yourself, but with my assistance your ads will be better. The better the ads and the more convincing they are, the more goods they will sell—that's certain. I charge \$1.00 each for writing ads, sometimes more, and will submit my work for your approval before asking payment if you say so. Let me help you to make your ads better.

**CHARLES A. WOOLFOLK,**  
446 West Main Street,  
"Make Your Business Grow." LOUISVILLE, KY.

When you write, mention *Billboard Advertising*.

## Fifth Annual Convention OF THE NEW YORK STATE BILL POSTERS ASSOCIATION.

Held at the Ashland House, New York City,  
Monday, November 11th, 1895.

12 o'clock noon. President W. J. McAllister in the chair. Upon roll call, the secretary, Mr. Jas. H. Staats, announced the following members present, viz:

C. F. Filbrick, Buffalo; George Castner, Syracuse; John A. Napier, Utica; Jos. A. Wallace, Oswego; J. Bal. Carroll, Albany; W. J. McAllister, Troy; Jas. H. Staats, Lockport; C. F. Clayton, Niagara Falls; W. A. Downe, Plattsburgh; William Mildrum, Yonkers; P. J. Dunn, Tompkinsville, S. I.

The secretary then read the following applications for membership:

Mrs. M. C. Dundon, Troy; McElroy Brothers, Flushing; J. P. Kelly, Cohoes; W. C. Smith, Elmira; and O. J. Gude, New York City.

Upon ballot being taken, the application of Mrs. M. C. Dundon was rejected. McElroy Brothers, W. C. Smith, and J. P. Kelly were, upon ballot being taken, duly declared elected members of this Association. The O. J. Gude application was tabled until 2:30 o'clock. Mr. J. Samuel Wade asked that his membership be changed from Cohoes to Schenectady. Granted.

Adjourned for dinner to 2:30 o'clock.

### AFTERNOON SESSION—2:30 O'CLOCK.

President McAllister wielding the gavel. Secretary Staats, upon roll call, announced the following members in attendance:

Samuel Pratt, New York; C. F. Filbrick, Buffalo; Edw. A. Stahlbrodt, Rochester; George Castner, Syracuse; J. Bal. Carroll, Albany; W. J. McAllister, Troy; John A. Napier, Utica; C. E. Clayton, Niagara Falls; Jas. H. Staats, Lockport; Jos. A. Wallace, Oswego; W. A. Drowne, Plattsburgh; P. J. Dunn, Tompkinsville, S. I.; William Mildrum, Yonkers; J. L. McElroy, Flushing; C. A. Wood, Jamaica; W. C. Smith, Elmira; B. Link, Brooklyn.

The minutes of last May convention were then read for the information of the members.

### REPORTS OF OFFICERS.

President McAllister then in a few well chosen sentences addressed the convention, and portrayed the benefits derived through this organization by its members during the past year. He feelingly touched upon matters as adopted at the Detroit convention, to which he was a delegate, and acknowledged that several mistakes occurred at that time, which he hopes would be rectified in the near future. In finishing his remarks he extended to the incoming officers his hearty co-operation for the success of the Association during the coming year.

The secretary, Jas. H. Staats, then read his report, showing the healthy condition of the Association, both in the number of membership and financially. The report was referred to the finance committee.

J. Bal. Carroll, treasurer, made his report, showing a balance on hand of forty-six dollars and seventy-three cts. (\$46.73.)

This report took the same course as did that of the secretary.

### ELECTION OF OFFICERS.

President appointed Messrs. Napier and Clayton as tellers.

The following is the result of the election of officers for the coming year, viz:

President, George Castner, Syracuse; Vice-President, P. J. Dunn, Tompkinsville, S. I.; Secretary, Edw. A. Stahlbrodt, New York City; Treasurer, C. F. Filbrick, Buffalo. Finance Committee: Samuel Pratt, New York City; J. Bal. Carroll, Albany; Jos. A. Wallace, Oswego.

Samuel Pratt then installed the officers in conformity with the By-laws and Constitution of this Association. President McAllister, upon retiring, introduced George Castner, his successor, and presented him with the gavel.

President George Castner in the chair. Edw. A. Stahlbrodt assuming the secretary's desk.

A motion was made and unanimously granted that the thanks of this Association be tendered to the retiring secretary, Jas. H. Staats, for his untiring efforts during the past four years, on behalf of our members.

Upon motion the secretary was instructed to make application to the president of the Associated Bill Posters' Association of the United States and Canada for a new charter for this Association, for the reason that the original charter was recently destroyed. Granted.

### UNFINISHED BUSINESS.

Under this head the application of O. J. Gude for membership in this Association was taken from the table. After thoroughly discussing the practicability accruing to our Association by accepting persons to membership who have no identification with our craft, or who, under our Constitution, are not "employing bill posters," and upon motion of J. Bal. Carroll, the aforesaid application was rejected by a unanimous vote.

[NOTE.—The above action on the part of the State Association excludes Mr. Gude from the right to membership in the National Association. As no person can be a member of the National Association unless he is also a member in good standing in the State Association from the state in which he lives.]

W. J. McAllister moved that a committee be appointed to wait upon Mr. Houghtaling, and request his resignation, as, under our rules and regulations, none but employing bill posters are eligible to membership in this Association. Adopted. Messrs. McAllister, Filbrick and Wallace were appointed to carry out the above instructions.

By J. Bal. Carroll:

*Resolved*, That the action taken at our May meeting, making the "BILLBOARD ADVERTISING" the official organ of this Association, be reconsidered. Adopted.

"WHEREAS, We, the members of the New York State Bill Posters' Association, in convention assembled, do condemn the course pursued of the accepted official organ, "BILLBOARD ADVERTISING," in its present position of espousing the cause of, and encouraging opposition

to, the members of the Associated Bill Posters' Association. Therefore, be it

*Resolved*, That it is the sense of the members of this Association, that as the journal above referred to was fostered and encouraged, and supported in the belief that as an official organ of this Association in our interests they would be protected rather than assailed by the same, and as we find we was laboring under a misapprehension of the real facts apparently, that we cease all connection with "BILLBOARD ADVERTISING" in any manner, either by subscription or through its advertising columns, and that we in no way give it our assistance and support. And be it further

*Resolved*, That we request the several State Associations and the Associated Bill Posters' Association of the United States and Canada, to co-operate with us in supporting some journal, to be decided upon later, who will devote its columns exclusively for the benefit and interests of the members of our organization, and not to our detriment. And that we pledge our hearty support, both morally and financially, to the above end."

After considering the above resolutions for over an hour, during which time all interests were considered, the above resolutions were unanimously adopted, and the secretary instructed to promulgate the above matter to all the bill posters holding membership under our Association.

By C. F. Filbrick:

*Resolved*, That the next meeting of this Association, to be held in the city of Buffalo, N. Y., upon the second Monday in May, 1896.

By W. C. Smith:

*Resolved*, That our next annual meeting to be held in the city of New York, upon the second Monday of Nov., 1896.

Upon motion, the prices as adopted at the Detroit Convention were adopted.

### GOOD OF THE ASSOCIATION.

The following letter was introduced by Edward A. Stahlbrodt, who commented favorably upon the same, and several members took occasion to voice the sentiments extended below. Our members are realizing to a larger degree than ever before, that they must deliver first-class service in every respect if they desire the full confidence of every advertiser.

Rochester, N. Y., Nov. 9, 1895.

EDWARD A. STAHLBRODT,

New York City:

Dear Sir—Referring to the matter of posting "Blue Label Ketchup" paper, of which you have done something for us this season, we beg to advise that it is our opinion that this work, when properly done, is of benefit. What we mean by being properly done is that when commercial advertisers ask for listed showings that in order to have this work conscientiously done the lists should be furnished so that immediately after posting they can be checked up, and again before the termination of the time for which the posting was contracted. We think if this

was insisted on by advertisers generally, not with the idea of distrusting the bill poster, but simply with the idea of getting what they were paying for, that the bill posters themselves would soon find that commercial work would be offered to them more frequently and in larger quantities than now, and consequently would accrue to their benefit. This has been one of the great drawbacks with us in doing more of this kind of work through you. We will say frankly, however, that through you we have gotten a larger percentage of lists of our showings than we have through other houses through whom we have placed similar work, but yet the percentage of towns for which we had lists is less than we expected. We believe that this kind of advertising, if done along the lines as noted above, is judicious and paying, and while we cannot at this writing verify or disprove the statement that our sales may have been increased, yet we are inclined to believe that such is the case, and shall undoubtedly do considerably more of this business in the near future.

Very truly yours,

CURTICE BROTHERS CO.,

Per R. A. BADGER, Sec.

The following telegram acknowledges that although one member of our Association found it impossible to join us in person, his spiritual being hovered near and around us:

Buffalo, N. Y., Nov. 11, 1895.

TO N. Y. STATE BILL POSTERS' ASS'N,  
New York City:

"The father of your Association sends his greetings. C. M. WHITMER."

Other important matters were brought before the Convention, and after a thorough discussion received proper attention, but are of such a nature that it is deemed inadvisable to publish the same but nevertheless will be remembered by those present.

Upon invitation of Samuel Pratt and Edward A. Stahlbrodt, the members of the Association were invited to a banquet held at the Sinclair House, at seven o'clock that evening, where they were dined and wine, as is customary at all gatherings of this Association. All expressed themselves in full accord with the manner in which the pleasant gathering came to an end.


Adjourned *sine die*.

EDWARD A. STAHLBRODT, Sec.,  
621 Broadway, New York City.

**R·I·P·A·N·S**

—

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



TRADE MARK

ONE GIVES RELIEF.

DO YOU WANT A BARGAIN? DO YOU WISH TO SELL?  
**MAGIC** Lanterns Wanted  
And for Sale or Exchange.  
HARBACH & CO., 809 Filbert St., Phila., Pa.

**Commercial = = =  
Advertisers**

who

**Post Bills:**

**ST. LOUIS BILL POSTING COMPANY,**

Office, 516 Walnut Street, ST. LOUIS, MO.

R. J. GUNNING, PRESIDENT.

When you write mention *Billboard Advertising*.

**Waste of Advertising Matter.**

In an article in the November issue of this magazine, under the head of "Distributors' Chat," we spoke of the waste of advertising matter by irresponsible distributors.

Since that article was written, many complaints of a similar character have been made to both the Secretary-Treasurer and General Agent of the International Association of Distributors, that we consider it a duty we owe to the advertisers of the country, as well as the honest distributors, to further speak of this matter.

The complaints referred to, speak more particularly of the willful waste of advertising matter recently put out for Dr. Miles Medical Co., of Elkhart, Ind., in Chicago, Middletown, N. Y. and Dowagiac, Mich. In some instances as many as a dozen pieces of matter were picked up from the gutters and other similar places where they were thrown by the one who had been employed to *honestly* distribute them. These charges of criminal waste of advertising matter, coming as they do from sections widely apart, and from gentlemen who are entirely unknown to each other, dispels anything that savors of connivance for personal benefit—they bear, instead, the stamp of truth, without so much as the semblance of exaggeration.

In addition to the charges regarding the waste of Dr. Miles' advertising matter, Mr. W. E. Patton, of Corinth, Miss., reports the wholesale waste of advertising matter lately discovered in cleaning out a hotel building in that place. This matter had been sent there at various times for distribution, and no doubt paid for. Until the building was to be renovated, it remained undisturbed in what the distributor thought a safe place.

What does all this waste of advertising matter mean? It means, counting alone by dollars and cents, the loss to the advertisers of thousands of dollars, not considering the time and study required to place the matter in an attractive style before the public. The waste of adver-

tising matter by distributors, in order that they may the sooner finish their contract, is stealing just that amount of money from an employer—it can't be called by any other name. The advertiser is not free from much of the responsibility for this state of affairs—in fact, many of them are the indirect cause of it. In order that a few dollars may be saved in the cost of distributing, they patronize, and in every

only for their own benefit, but that truer better and more honest service may be rendered advertisers. It is through the efficient organization of one of these associations that the advertiser is informed of the waste of his advertising matter as noticed above.

Would it not then be more to their interest if the advertisers of the country should rebuke the dishonest service they

We reserve unlimited prominent locations for mercantile purposes.

You will find in ours a perfect up-to-date bill posting plant, without a superior in the United States for Commercial Displays.

Our entire boardings recently revised and rebuilt,

**A NEW RATE CARD.**

We present herewith a proposed rate card, which will be considered by the International Association of Distributors at their annual convention, which will be held at Cincinnati, O., January 7 and 8, 1896.

	City Service per 1000.	Suburban Service per 1000.	Country Service per 1000.
<i>First Class Matter</i> —printed matter, not folded, embracing Circulars, Leaflets, Dodgers, Fliers, Programmes, Tracts, . . . . .	\$ 1 50	\$ 2 50	\$ 5 00
<i>Second Class Matter</i> —printed matter, folded, embracing Pamphlets, Couriers, Herald's, Folders, Time Tables, . . . . .	1 75	2 75	5 50
<i>Third Class Matter</i> —printed matter, bound, embracing Books, Booklets, Almanacs, Catalogues, Price Lists, Premium Lists, . . . . .	2 00	3 00	6 00
<i>Fourth Class Matter</i> —miscellaneous, embracing Cards, Blotters, Circulars (in envelopes), Folders (in envelopes) . . . . .	2 00	3 00	6 00
<i>Fifth Class Matter</i> —advertising novelties, embracing Calendars, Gas Jet Cards, Easel Cards, Window Cards, Fancy Folders, Folding Novelties, Shape Novelties, . . . . .	2 25	3 25	6 50
<i>Sixth Class Matter</i> —merchandise, embracing Puzzles, Paper Weights, Rulers, Samples, etc., not fragile . . . . .	3 00	4 00	8 00
<i>Seventh Class Matter</i> —merchandise, embracing everything of a fragile nature, requiring great care in handling, such as samples of liquids in bottles, etc. . . . .	4 00	5 00	10 00

possible way encourage, distributors who employ boys—some of them mere children—and other irresponsible parties to do their work. Other advertisers profess to be opposed to all associations of distributors, and will not encourage their members.

It is this undesirable and unsatisfactory distributing service that has promoted the association of responsible distributors, not

are every day compelled to submit to, by giving their work to members of an association possessing qualifications which would entirely preclude anything like dishonest work.

The International Association of Distributors is composed of some of the most reliable men engaged in the business in the United States. The membership take a pride in their organization, and in no

instance has there been the least complaint where work has been entrusted to them. No boys are admitted to membership, only men whose reliability is thoroughly attested before they are accepted.

All advertising matter placed in the hands of such men as the members of the above Association, for distribution, will be placed as directed, promptly and efficiently.

Since the issue of the October number of this journal, the following named distributors' applications for membership have been approved and they are now members of the International Association of Distributors of North America.

- Chas. A. Page, 143 8th Rodway, Fall River, Mass.
- Lewis E. Tieman, 508 South High St., Belleville, Ill.
- The W. H. Bathgatz, A. & D. Agency, Portage, Wisconsin.
- J. A. Clough, 647 Austin Ave., Chicago, Ill.
- Major Mike Emig, 1123 Overhill Street, Louisville, Ky.
- William H. Case, 24 Miner Street, Fort Wayne, Ind.
- L. H. Ramsey & Co., 137 East Main Street, Lexington, Ky.
- Spaulding & Gordon, Boise City, Iowa.
- H. E. Rogers, LaCrosse, Wis.
- W. C. Tiryfill, Lima, Ohio.
- L. S. Wieman, Milwaukee, Wis.
- W. H. Drillingan, Valparaiso, Ind.
- Donat J. Lefebvre, Manchester, N. H.
- S. W. Anderson, Salt Lake City, Utah.
- Fred. Morley, Philipsburg, Pa.
- Cad. F. Mevis, Waukesha, Wis.
- James Mack, New York City.
- James R. Long, Washington, D. C.
- George M. Leonard, Grand Rapids, Mich.

"SMALL TALK ABOUT BUSINESS," By A. E. Rice. A banker's business hints for men and women Published by Fremont Publishing Co., Fremont, Ohio. 70 pages. Paper 40, cloth 75 cents. by mail, post paid. Descriptive pamphlets free.

This book, as its name indicates, is a talk about business; a banker's talks to men and women about the common, everyday business affairs of life. It is brimful of useful ideas for both young and old—a book that should be on every desk and in every home.

Editor of Organ—"Coarse and abusive remarks." That's a good phrase. By the way, Mr. Blower is on the other side, isn't he?

City Editor—Oh, no; he's one of our speakers. Editor—So? Let me see. I think you'd better change that to "keen and incisive."—*Boston Transcript*.

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

**SPAULDING & GORDON,  
LICENSED  
City Bill Posters <sup>AND</sup> Distributors.**

Members of the Associated B. P. Ass'n, and International Ass'n of Distributors.

We have more bill ng space  
than all other towns in  
Idaho put together.  
The city is booming.  
Send on your paper.  
References furnished.



GEORGE CASTNER,

Whose portrait we produce above, has grown up in the bill posting business. He has been located in Syracuse, N. Y., for twenty-five years. In that time the city has increased in population from 55,000 to 125,000, and Mr. Castner has kept pace with the city. His billboards have increased from a very small beginning until now he has boards located in every prominent place in the town. He has over 10,000 running feet of boards; nearly 1000 three and six-sheet boards, and numerous places for small work. He has three opera houses to work for, and, besides a large amount of local commercial work, he also has a number of contracts for national advertisers at all times.

Mr. Castner has one of the best arranged offices in the country, and his work is always attended to in a thorough and systematic manner.

Advertisers are always sure of a good showing on the boards at Syracuse, and can always rely on every contract being fulfilled to the letter.

Mr. Castner has opened branch offices in the cities of Auburn, Chittenango, Geneva and Homer, and will shortly locate in other places. His many friends are glad to hear of his increasing prosperity.

### Letters to the Editor.

#### EDITOR BILLBOARD ADVERTISING:

Dear Sir—I notice in the November number of your magazine a letter from Mrs. M. Dundon, of Troy, N. Y., complaining of the injustice from which she has suffered at the hands of the A. B. P. A. While I fully concur with your views on that matter, I cannot refrain from bringing to your notice an incident which reflects seriously upon Mrs. Dundon and her business methods.

During the season 1893 I was contracting agent of the Pawnee Bill Shows, and in that capacity had occasion to engage billboards in Troy. I used McAllister's boards, because he had all I needed, and I regarded them as better than those of Mrs. Dundon. Her manager was much put out thereat, and induced Mrs. Dundon to buy or obtain control of a small portion of the lot which I had secured for the show to exhibit in. She waited until the show arrived, and then, without any warning or notification, caused the arrest of Major Lillie (Pawnee Bill) on the charge of malicious trespass. That is the incident, and I submit it without comment.

Yours very truly,  
RALPH W. PECKHAM.

It affords us great pleasure to print Mr. Peckham's letter in full. A statement from him needs no verification, but in this instance his charges have been fully substantiated. It is almost past belief that, in this enlightened age, a firm can be found who would resort to such unmercantile tactics. A certain amount of chagrin, under the circumstances, would have been only natural, but the animus and malice exhibited in this instance surpass anything we have ever heard of.

Such a course is not only low and despicable, it's beneath contempt.

No self-respecting firm would resort to such methods, and no firm who does shall continue to style themselves bill posters, if we can prevent it.

### ABOUT BILLBOARDS.

#### EDITOR BILLBOARD ADVERTISING:

Dear Sir—My way of building boards is to char the posts half an inch deep, for four feet, on the end going in the ground three feet, so that one foot is exposed to the snows, etc. (Posts I charred ten years ago are sound to-day.) Tar, paint, or peeling the bark, does not give as good results.

For the face, use planed boards one foot wide, and put up with broken joints. Build ten feet high and cap with four inch strips.

I think billboards on the outskirts of the cities are as essential as those in the center.

Hoping the above will be of benefit to all concerned, I remain,

Yours respectfully,

ARNO E. ANSKE.

LACON, ILL., Nov. 5th, '95.

J. J. Kirby has purchased all the boards at Boone, Iowa, and is now the only bill poster in Boone. He is also manager of the Opera House.

The interest in poster advertising is plainly made apparent by the numerous exhibitions all over the country. The posters used in these exhibitions are all from private collections, which shows that it has been gathering food in a silent way among the people. They clearly show notwithstanding the attitude of the press in general in maintaining that the only effective way to reach the public eye and ear, is by newspaper advertising, that "there are others."

It is said that an offer was recently made to Liggett & Myers, of St. Louis, to purchase their plant and good will. The sum offered was away up in the millions and was tendered in cash. The syndicate was tersely informed that the money was never coined that could buy the right to make Star Tobacco. This is the one brand that is advertised *extensively* on the billboards.

### HOT SPRINGS FOLKS AROUSED.

#### Agitating an Efficacious Plan to Advertise That Great Resort.

The citizens of Hot Springs are agitating an efficacious plan of systematically advertising the attractions and advantages of that resort.

An organization has been effected and the *Daily News* of that city says that committees are at work perfecting details.

The Hot Springs Bureau of Advertising is the name selected for the new movement. Its temporary officers are: Capt. S. H. Stitt, president, representing the three large hotels; Fred A. Bill, vice-president, representing the Iron Mountain and Hot Springs Railroads, and Capt. C. N. Rix, treasurer, representing the business men of Hot Springs.

To carry out the plans of the bureau money is necessary. The two railroads together have subscribed \$5,000, the Eastman, Park and Arlington hotels have subscribed \$1,000 each, other interests have subscribed liberally, but it is felt necessary that every business and professional man in the city should have a direct interest in a project which aims at the prosperity of all, and to this end a finance and executive committee, consisting of Capt. A. R. Smith, E. F. Klein and J. B. Varnadore, has been appointed and is now at work taking subscriptions to the fund. It is necessary that the sum of \$12,000 be raised for the first year.

The promoters of the movement have in view the employment of an expert advertising manager to take charge of the work outlined.

Hot Springs does not propose to hide its light under a bushel. It has a progressive, far-seeing populace that is fully alive to the benefits of a liberal use of printer's ink.

The City Council, of Erie, Pa., is wrestling with the subject of bill posting license. It has been proposed to put the franchise up at auction and sell the exclusive privilege to the highest bidder.

The new bill posting ordinances are causing some trouble in Chicago. Scarcely a day day passes without the arrest of some unfortunate bill poster who is unwittingly violating the law in his zeal to give the advertiser the worth of his money.

An advertisement, like a man, will weaken with age.



CHAS. HOGUE.

The above portrait is a splendid likeness of Chas. Hogue, the enterprising bill poster of Mattoon, Ill. He owns and controls all the boards, and always gives the advertiser the best possible showing. He is a member of the Interstate Bill Posters' Protective Association. Mr. Hogue is also manager of the Dole Opera House, and road managers have a very high regard for his ability and integrity.

### THE CHURCH FALLS IN LINE.

Rev. Johnston Myers, of Immanuel Baptist Church, Chicago, adopted the theatrical method of advertising a sermon preached Sunday Evening, November 17. The whole district bounded by Twelfth, Thirty-ninth and State street "was billed like a circus."

Mr. Myers' advertising posters are in two sizes, 1-sheet and 3-sheet, printed in blue ink on white paper, and announce Sunday evening sermons at Plymouth Congregational Church, which is being temporarily used by the Baptists while Immanuel Church is being moved.

The simple fact of a church advertising by this means naturally attracted considerable attention and as much comment. The question that arose in most minds was, "Does a church need advertising?"

The Rev. Johnston Myers says churches of the South Side most certainly do need it. He made the broad statement last night the community of the South Side does not know where the churches are. In explaining the situation he said:

"The fact is, we have goods for the people, but the people don't know where to find them. There is nothing outside of the theatres that deals so directly with the people as the churches. We want to show them our goods."

Mr. Myers stated it is possible Immanuel Church may employ an advertising agent. He said when the old church is in its new position he will have a canopy front of electric lights and a coronet of electric lights on top of the spire, if the trustees will consent to it, to attract the people towards his home of the gospel.

### THE BEST WAY.

So goes the caption on the cover of a very neat and effective pamphlet, of 28 pages, issued by the American Bill Posting Co., Ltd, of Philadelphia.

"The Best Way" goes beyond giving a mere list of stands or catalogue of locations. It has numerous half-tone illustrations of notable posters, and offers convincing reasons why poster advertising is "The best way."

25 YEARS IN SYRACUSE.

**GEORGE CASTNER,**  
Licensed City Bill Poster,  
Distributor and Sign Advertiser,  
Room 15, Courier Building, SYRACUSE, N. Y.

BRANCH OFFICES IN AUBURN, CHITTENANGO, GENEVA AND HOMER.

When you write, mention *Billboard Advertising*.

Jersey City,  
Bayonne,  
West Hoboken,  
Union Hill,  
Weehawken,  
West New York,  
Guttenburg,  
Englewood,  
Homestead,

New Durham,  
Tyler Park,  
Seaucucus,  
Marion,  
Kearney,  
Harrison,  
Bergen,  
Lafayette,  
Greenville,

Pamrapp,  
Centreville,  
Constable Hook,  
Bergen Point,  
Fort Lee,  
Fairview,  
Ridgefield.

**J. F. O'MEALIA,**  
LICENSED  
**Bill Poster, Distributor,**  
And ADVERTISING SIGN PAINTER,  
Tin and Card Sign Tacking. 27 Montgomery St., Jersey City, N. J.

BRANCH OFFICES:  
Ave. D & W. 8th St. Bayonne.  
461 Avenue D. . . . .  
612 Railroad Ave. W. Hoboken.  
Turn Hall, Union Hill.

**Distributors' Chat.**

The Fischer Distributing Agency, of Omaha, Neb., put out during October, for the firm alone, 70,000 pieces of advertising. The senior member of this Agency is first vice-president of the I. A. of D.

J. A. Clough, of Chicago, has done Dr. S. C. Davis', Frankfort, Ind., work. As usual, he rendered entire satisfaction, and the agent expressed himself as pleased. Clough has gained a reputation as a conscientious and painstaking distributor.

Reports of careless and wasteful distribution of advertising matter continue to reach the officers of the International Association of Distributors from every section of the country. But we are proud to say that such work is not done by members of that Association, but by outsiders. Men—very often boys—whose sense of honest service for the pay received, render them entirely ineligible for membership in the above Association, even if qualified by age.

The membership of the International Association is rapidly increasing, and those charter members who have been so forgetful of the pledge they gave when making application for membership as to fall in arrears for their dues so as to jeopardize their connection with the organization, are certainly injuring their future prospects for business.

We have been authorized to say that all members of the International Association of Distributors who have or will receive a notice from first assistant secretary Harley, of Tiffin, Ohio, that they are more than one quarter in arrears for dues, and do not remit promptly, need not be surprised to find some other distributor received as a member from the delinquent's county. No organization can be run without money. To obtain work for members the association has to advertise, and advertising costs money.

The officers of the International Association of Distributors frequently receive letters from distributors seeking information in regard to that association, and asking how long will it probably be after they become members before they will be guaranteed work? We are authorized to say that the officers of the association do not guarantee to furnish work to members. No honest association can or will make any such guarantee. It is known, however, that many of the members are already making from \$12.00 to \$40.00 per week. Others write, wishing to join, and proposing that the officers send them work to pay for membership fee. Such propositions are impossible, for the same reasons as given above. The International Association seeks for membership none but

bona-fide distributors, who can furnish endorsements as to their trustworthiness. They are not seeking members simply to swell their numbers, but to build up an association that will command the respect and confidence of advertisers all over the country.

Don't put off until to-morrow that which you can do to-day, for then it may be too late. Join the I. A. of D. now, and benefit yourself as well as the association. One dollar and fifty cents will admit you to day, but it will not be very long before the membership fee will be increased to probably twice the amount.

The 15th of December, of this year, marks the first anniversary of the first organization of what is now known as the International Association of Distributors of North America. That was but a temporary organization, as the plan then adopted and promulgated was something new in distributing associations, and the scheme was placed before the public with much fear that the objects aimed at would fail for want of a proper appreciation.

And it is with no ordinary feeling of pleasurable satisfaction that we congratulate the officers and members of the International on the encouraging prospects for ultimate success of their object as they present themselves at the close of the first year of their existence as an association.

In felicitating you, however, on your prospects, allow us to remind you that your association is a business organization, and it will behoove you as business men, engaged in a business enterprise, to closely and clearly study your interest and duty from a business standpoint, remembering that to make a success of the Association you owe it to yourselves, as well as the public, that if you wish to gain the confidence of other business men you must merit their respect, which you assuredly will not do if you have not respect for yourselves.

The principles of your association have been commended by some of the most

prominent and extensive advertisers in the United States. You have been told, both by letter and in the public print, that "if your plan will insure the work to be thoroughly and honestly done, it will meet with the approval and support of the advertisers all over the country."

Such words as the above have no uncertain meaning. To gain the confidence of these large advertisers, you must gain their respect, and to gain that, you—each and every one of you—must have respect for yourselves; be true to your promises, and when work is given you to do, be certain to do it as directed—thoroughly and honestly.

Heretofore circular distributing has been a "grab" game. The local distributor, to a large extent, has been the victim of the city sharper, at the head of the so-called association. The former's environments, in many cases, prevented him from knowing how or where to procure distributing. In some instances that is the case to-day, and it remains with you to change it, and make yourselves, as an association, felt. But to accomplish your purpose it will be necessary that your membership be composed only of the very best material, men who, as members, will take a personal interest in the success of your organization, and whose pride should make them vigilant in the pursuit of that success, and the discharge of every duty.

There are many lines of merchandise which cannot be advertised successfully in any manner except by circularizing.

What does it profit the manufacturer to get a fine lot of distributing matter printed if it does not reach the consumer.

Many manufacturers labor under the delusion that druggists are distributors. Nothing could be further from the truth. The percentage of those that will even put the matter on their counters where customers can have an opportunity of helping themselves is as small that is not worth consideration.

The following firms are preparing to circularize different sections of the country on a large scale, viz:

- The Packer M'fg. Co., St-83 Fulton St., New York.
- The Beeman Chemical Co., Cleveland, O.
- Seely, Perfumer, Detroit, Mich.
- Ed. Pinaud, 46 East 14th Street, New York City.
- Riverside Manufacturing Co., Boston, Mass.
- The Columbian Medicine Co., Akron, O.
- Warrick Freres, 252 Greenwich St., New York.
- Arabian M'fg. Co.; 1009 H Street, Washington, D. C.
- R. W. Tansill Co., 1st Ave and 38th St., New York.
- The Nicholas Kulmen Co., Davenport, Iowa.
- F. R. Arnold & Co., 56-58 Murray Street New York City.
- Kems M'fg. Co., 15 Chardon St., Boston, Mass.
- N. K. Brown, Burlington, Vt.
- Tarrant & Co., New York City.

If a firm could buy up all the advertising space in any one issue of a magazine and utilize it exclusively for their own ad, they would then approach in some measure the efficacy of distributing their own matter from house to house. But think of the cost. Such a course would involve an outlay of five times the amount necessary to cover distribution through the association.

Never use distributing matter unless you distribute it.

The junk man and the rag dealer wax fat and prosperous on the profits which accrue from distributing matter which has not been distributed.

The cheapest item in the outlay involved in advertising with distributing matter is the amount you pay an honest and conscientious distributor.

The International Association of Distributors is tainted with the "one man to one town" idea. We would like to ask the members what business it is of the Association's how many men there are in a town, provided they pay their dues and perform their work honestly. We presume it is used as an inducement to acquire membership and probably proves as expedient at present as it will surely prove disastrous in the future.

A dry goods store recently displayed the following placard: "Fine stock of Kids. Assorted colors and sizes. Step in and examine them." How it happened no one knows, but the next morning the sign was seen fastened at the entrance of the orphan asylum around the corner. —Truth.

Romantic Miss—"Have there not been moments in your experience when life seemed full of unsatisfied wants?"  
Mr. Hardhead—"Yes, that's so."  
Romantic Miss—"At such time I always fly to music for relief. What do you do, Mr. Hardhead?"  
Mr. Hardhead—"I advertise." —Rehoboth Sunday Herald.

The Old Reliable.



JOHN CHAPMAN.

THE  
**JOHN CHAPMAN CO.**  
LICENSED CITY AND SUBURBAN  
**BILL POSTERS,**  
**DISTRIBUTERS,**  
**ART BULLETIN ADVERTISERS,**  
**PASTE MANUFACTURERS.**  
19 Longworth St., Telephone 2314.  
**CINCINNATI, O.**

BILLBOARD ADVERTISING intends to lead all papers of its class in point of subscribers, and to that end offers the following unparalleled

**List of Premiums.**

- 10 cts. To anyone sending us 10 cents in stamps and the names and addresses of three sign writers, we will send BILLBOARD ADVERTISING for three months.
- 15 c's. To anyone sending us 15 cents and the names and addresses of three circular distributors, we will send BILLBOARD ADVERTISING for four months.
- 20 cts. To anyone sending us 20 cents and the names and addresses of six sign writers, we will send BILLBOARD ADVERTISING for five months.
- 25 cts. To anyone sending us 25 cents and the names and addresses of six circular distributors, we will send BILLBOARD ADVERTISING for six months.
- 30 cts. Anyone sending us 30 cents will receive for three months BILLBOARD ADVERTISING, 30 cents. A Donaldson Date Book, 25 "
- 40 cts. Anyone sending us 40 cents will receive for four months BILLBOARD ADVERTISING, 40 cents. A Donaldson Date Book, 25 "
- 50 cts. Anyone sending us 50 cents will receive a six months' subscription to BILLBOARD ADVERTISING and a copy of that superb picture, "La Golgotha," which alone sells for \$1.
- 75 cts. Anyone sending us 75 cents will receive a rubber stamp of his name and a three months subscription to BILLBOARD ADVERTISING.
- \$1.00 To anyone sending us \$1.00 we will send a year's subscription to BILLBOARD ADVERTISING, and a facsimile of their autograph and plate for printing. Write your autograph plainly in black ink on white paper and enclose with letter.
- \$1.25 To anyone sending us \$1.25 we will send BILLBOARD ADVERTISING for one year, and in addition a year's subscription to that exceptionally bright Boston publication, "Profitable Advertising," which alone costs \$1.00. Here is an opportunity to secure two journals for but little more than the price of one.
- \$1.50 To anyone sending us \$1.50 we will send for one year, each, BILLBOARD ADVERTISING, \$1.00 "Art in Advertising," 50 cts. Total, \$2.00
- \$1.75 To anyone sending us \$1.75, we will send for one year, each, BILLBOARD ADVERTISING, \$1.00 Munsey's Magazine, 75 cts. Total, \$2.00
- \$2.00 To anyone sending us \$2.00, we will send for one year, BILLBOARD ADVERTISING, \$1.00 "Printers' Ink," 1.00 Total, \$2.00
- \$2.50 "Printer's Ink" is a weekly, devoted advertising, chiefly newspaper advertising. Anyone sending us \$2.50, we will send, for one year, each, BILLBOARD ADVERTISING, \$1.00 "Profitable Advertising," 1.00 "Art in Advertising," 1.00 Total, \$3.00
- \$3.00 Anyone sending us \$3.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 A copy of Donaldson Guide, 2.00 Total, \$3.00
- \$3.50 Anyone sending us \$3.50 will receive, one year, BILLBOARD ADVERTISING, \$1.00 A nine-inch Paste Brush, 2.50 Total, \$3.50
- \$4.00 Anyone sending us \$4.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 "Brains," 3.00 Total, \$4.00
- \$4.50 "Brains" is a weekly journal devoted to advertising and advertisers. It is a most valuable and useful publication. Anyone sending us \$4.50 will receive, one year, BILLBOARD ADVERTISING, \$1.00 500 Letter Heads, 3.00 500 Envelopes, 2.00 Total, \$4.50
- \$5.00 This is a splendid opportunity to secure handsomely printed stationery at a merely nominal price. Anyone sending us \$5.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 The Donaldson Guide, 3.00 A nine-inch Paste Brush, 3.25 Total, \$7.25

**A PECULIAR CONTRACT.**

Mr. W. H. Steinbrenner received the following contract from Geo. E. Mitchell, proprietor of the Novelty Plaster Works, of Lowell, Mass. The peculiarity of the contract lies in the fact that the letter, which accompanies it, is attached to the contract (pasted on the back of it), which fact makes it part and parcel of the agreement.

**CONTRACT.**

CONTRACT FOR DISTRIBUTING CIRCULARS FOR NOVELTY PLASTER WORKS, LOWELL, MASS.

Dated..... 189  
 City of .....  
 State of .....  
 Population .....  
 In consideration of ..... dollars per thousand, I hereby agree to faithfully distribute ..... circulars for the Novelty Plaster Works, of Lowell, Mass., according to instructions below, and guarantee that each circular shall be distributed according to directions, and that none shall be wasted or destroyed.

**INSTRUCTIONS.**

1. Leave only one circular for each family in every house.
2. Put the circulars right inside the house, either by going into the house, or putting them under the door.
3. Put only one circular in each farmer's wagon at the market or on the street.
4. Do not give away circulars to children.
5. After above rules are complied with, and any circulars are left, give them to people who come out of shops or mills, but only one circular to each person.
6. No other dealer must be allowed to advertise in any way on or within our circulars.
7. No other advertising matter must be distributed for any other parties while ours is being done.
8. When the work of distribution is completed, make out your bill, and have..... endorsed on it that work has been well done, mail the bill to us, and we will remit cashiers' check by return mail.

This contract may be cancelled at any time that the Novelty Plaster Works find the work is not being properly done.

I have carefully read the above instructions, and agree to perform the work of distribution in accordance with the same.

Signed.....  
 Bill Poster or Advertising Agent.

No written or verbal conditions will be allowed which are not set forth herein.

I agree to pay the above named sum for distribution, as per section 5 of instructions.

Sole Proprietor of Novelty Plaster Works,  
 at Lowell, Mass.

**LETTER.**

.....189  
 DEAR SIR:—Your favor of your offer for distribution of circulars is at hand, and contents noted. I am aware that bill posters as a rule are hard to find, those that are honest, and do not waste one thousand in seven. Nearly all over the United States the bill posters union prices seem to be \$1.50 per M. I will accept your propo-

sition, pay your price, send the quantity of circulars you desire, if you will accept my contract, which will be this:—When your work is done, I shall write to a number of citizens in each town where such work was done; when their answers come, if over one-half of those answers are in your favor, stating that your work was well done, then you will immediately get your pay. If it's the other way, one letter over half, saying to the contrary that it was not well done, then you won't get a cent, for the transportation of advertising matter and its cost, is as much as I can afford to lose. These letters will be addressed to citizens of your own state, and not to Massachusetts Yankees, and on their verdict of how your work is done, depends your fate. No honest, faithful man ever objects to being watched, but on the contrary, if honest, and he does as he represents he will do, he will court the watching for proof of his assertion.

I enclose you a voucher to sign and return if you accept my proposition. In each town you distribute, you must get one to three signers to each voucher, that your work was well done. According to size of town will depend the number of signers to the voucher. If you want my work to distribute the circulars, like sample enclosed, on these terms, on receipt of an answer from you, they shall be forwarded at once. If you do not accept my terms, then that's conclusive evidence that you neither have confidence in your own honesty and ability to perform what you advertise. You have solicited my work by sending me the announcement. Bear in mind, I am paying you your own prices and sending you the quantity of circulars you ask for, but what I desire is the work faithfully done, and my chance to prove by your own citizens your honesty or your dishonesty.

Truly yours,  
 GEO. E. MITCHELL.

Mr. Steinbrenner indited the following letter to Mr. Mitchell:

CINCINNATI, Oct. 23, 1895.  
 GEO. E. MITCHELL,  
 Lowell, Mass.

Dear Sir:—Your circular letter of Oct 15, with blank contract attached, is before me. It interests me greatly, and if my letter, out of the great mass of your correspondence, should chance to attract your attention, and obtain your consideration, I would greatly appreciate some further information.

I take it that the conditions imposed are merely a means to an end, in other words, that you utilize them merely to accentuate the necessity of careful and conscientious work on the part of the distributor.

You must needs write the letters of investigation, however, for you expressly state that you do, and I have a most lively curiosity in regard to the results. If these letters are addressed to the endorsers which appear upon the distributor's bill, I can readily understand that each and every bill is favorably audited, but I must confess that I fail utterly to comprehend how this would satisfy you that your work had been well done. If, on the contrary, you select addresses at random from the mercantile agency books and directories, I am equally curious to know how many reply at all, and what percentage of the replies received betray any knowledge of the matter.

If, out of every 1000 circulars put out, you impress 500 people sufficiently to make them remember the article advertised, or the firm advertising it, for a week after the distribution has taken place, it would seem that the possibil-

ities of this class of a live-tising matter are absolutely boundless.

Very few reliable distributors have as great faith in the efficacy of distributing matter as your circular letter implies that you possess, and not a few are uncharitable enough to contend that the conditions are imposed, not so much from a desire to check results as to evade payment.

As solicitor and general agent of the International Association of Distributors, I am keenly interested in all questions and discussions of this nature. We have found it best to select honest and honorable men, whose standing in the community in which they live is above reproach. Advertising matter placed in their hands is always well and honestly handled.

If the plan you are now following does not bring you satisfactory results, I would like to show you what our members can do for you. Hoping to be favored with your early reply,

I remain, yours respectfully,  
 W. H. STEINBRENNER,  
 Gen'l Agt. Int'l Ass'n of Distributors.

In reply to this letter Mr. Steinbrenner received the following from Mr. Mitchell:

LOWELL, MASS., Oct. 29, 1895.  
 MR. W. H. STEINBRENNER,  
 311 Vine Street, Cincinnati, O.

Dear Sir:—Your favor of the 23d inst. at hand, and noted. To explain my circular, I mail you some correspondence of G. W. Jackson, who, when I mailed one of my circular letters to him, to my utter astonishment, he not only signed it at \$1.00 per M, but said "no sales, no pay," and before he was half done distributing I got an order from Wilmington double the amount of cost to distribute, and I will do Cincinnati through you, the same way. If your work is done as you state, you take no chances at all. Return his letters, at once, when read.

My letters to my inquiries, as a rule, are all answered, and that promptly. Why? I enclose a stamped two-cent envelope for an answer, and I also enclose just such ads as was put out by the bill poster, so no error can occur, and I find my rule, or way of doing to find out, works like a charm.

No, you bet, I do nothing by guess, as a goose flies by moonlight, but with such a system tells the story who does well and who does not, and all on G. W. Jackson gave such overwhelming evidence of faithful work, that not one letter was against him and the fruit borne me was such as to please me. In Indianapolis, the Kiser, Tomlinson Co's letters were nine-tenths against them, and work did me no good and bore me no good fruit, as I had anticipated by the letters. Truth always bears its weight. I hope now you fully understand my rules.

NOVELTY PLASTER WORKS,  
 Lowell, Mass.

It is needless to say that Mr. Steinbrenner did not consider the explanation satisfactory. The correspondence is printed herewith for the benefit of distributors, who are advised that in signing any such agreement they practically make Mr. Mitchell the sole arbiter of the situation.

He agrees to pay upon certain absurd conditions, and can pay or not, as he chooses. It is ridiculous to suppose that a man is going to remember receiving a circular ten days or two weeks after it has been placed in his hands. Even the infinitely small proportion who might remember the circumstance, would not be able to call to mind whose circular it was or what it advertised, although the circular had performed its mission thoroughly and left an impression on their minds that will bear fruit the next time they have occasion to use or buy the particular article exploited.

We do not believe Mr. Mitchell would have to pay one distributor in one thousand and under the system he pursues.

We would like to hear from distributors who have served him.

Undertaker (to dying editor)—What epitaph shall we place on your tombstone?  
 Editor (feebly)—We are here to stay.—Atlanta Constitution.

**DISSOLVED**

THE FIRM OF

**BENNETT & MURRAY,**  
 Of PORT HURON, MICH.

Have this 10th day of October, 1895, dissolved partnership, R. J. Murray retiring. L. T. Bennett will continue the business under the name of

**THE BENNETT BILL POSTING CO.**  
 City Bill Posters and Distributors.

Address all communications to LEWIS T. BENNETT, Manager.  
 Reference: Any bank or responsible business house in the city,  
 Members Michigan State Bill Posters' Association.

When you write, mention *Billboard Advertising*.



**GEO. ROBINSON,** CITY BILL POSTER AND R. R. ADVERTISING AGENT FOR **Dallas and Ft. Worth, Texas.**

Main Office, Trust Co. Building, Dallas.

Ft. Worth Office, Opera House, Ft. Worth.

**Newspapers and Periodicals.**

Every practical newspaper man in the country should read BILLBOARD ADVERTISING. It will contribute largely toward the success of his business if he does. Newspaper making is essentially a business, and the advertising department of it is of twice the importance that obtains in ordinary mercantile houses. The newspaper man needs to study advertising in order to obtain it, and in order to handle it when he has succeeded in obtaining it. Then, too, there is a chance that the possibility of developing and extending his own business may strike him during his course of study.

BILLBOARD ADVERTISING is not inimicable to publishers as is popularly supposed; on the contrary, we have a very lively appreciation of the benefits and value of this class of advertising. We do believe, however, that there are other avenues of publicity open to business men which in some instances bring as good, and in others, better, returns than those yielded by space in publications. We are fully aware, too, that in a great many cases that newspapers and periodicals are the only mediums that can be profitably employed.

Give the churches, lodges and clubs a write-up once a year. Exercise great care in its preparation; give the history, progress and membership, or at least the prominent members. While nominally a good ad for the recipient, it is in reality a much better ad for you, and invariably results in subscription and advertising patronage.

Always note the prosperity of your advertisers. Mention every improvement, expansion, new departure, and every evidence of prosperity.

Tell your readers about every advertising success you come across. BILLBOARD ADVERTISING is full of such stories. That's the reason newspaper men should put it on their exchange lists.

Newspapers who give value received to their advertisers, ought to extend their unqualified endorsement to BILLBOARD ADVERTISING. It is only the liar and "skin" that arrays his columns against us.

**A Fast Press.**

Hoe & Co. have undertaken to build for the New York Herald the fastest printing press in the world. The speed and capacity of this press are estimated at ninety thousand four or six-page papers per hour, which is at the rate of twenty-five per second; seventy thousand ten or twelve-page papers; thirty-six thousand sixteen page papers; or twenty-four thousand twenty-four page papers per hour. All of these papers will be delivered from the machine complete—cut, pasted and folded.

**"Profitable Advertising."**

We learn that the above magazine has been purchased outright by Kate E. Griswold, editor of the same, and the office removed from 45 Milk street to 13 School street, Boston.

This change means that this valuable magazine is to be placed on a more independent and broader basis. Bringing to its management, as she will, a thorough experience and sound judgment to make the journal a success, we bespeak for her the hearty support of all who are interested in the future of such a medium as *Profitable Advertising*.

**The Tread-mill Step.**

Advertisers Guide: The *Messenger*, Stoughton, Mass., announces that in future all t. f. orders will be accepted at yearly rates. This is as it should be, and only one step behind the goal a publisher should aim at—*no discount for time and space!*—*Newspaperdom*.

No man wants to lie; but what else can the publisher with a small circulation do?—*L. A. W. Bulletin and good roads*.

Advertise the paper in dull times as well as in busy seasons. It not only keeps up your circulation, but sets a splendid example for your advertisers.

Newspapers should advertise for circulation in other newspapers, but they don't. They have too lively an appreciation of the value of posters.

No line of business has so many poor, parsimonious advertisers as newspaperdom.

An advertiser's calm, careful and deliberate analysis of what makes any particular newspaper valuable, will often open the eyes of the publisher, and allow him to see his paper as others see it.

Newspapers should advertise for advertising in publications that reach the advertiser.

BILLBOARD ADVERTISING is a much-prized visitor at most printing offices.

**Advertising the Job Department.**

Sing Sing N. Y. Register. It is very seldom we have a chance to say anything about our job-printing department in these columns—get crowded out when we want to talk shop, some times by loads, and then it is too much politics, or again other people's advertisements. We don't want to tell you in the old-time printer's parlance that we do "everything from a visiting card to a poster," every type-setting shop does that, but we do want to impress upon your mind that when you need a piece of work that will look as if it had been put together with some idea of the eternal fitness of things—that will suggest taste on the part of him that had the work done as well as mechanical ability on the part of the workman—this office is the only place in this town in which it can be done. The "printing" done elsewhere in this village is a disgrace, and is justly pointed at with ridicule by printers of backwoods printing offices.

**THE PASSING OF THE EDITOR.**

The past twenty years have marked a steady decline in the editorial influence of newspapers. The public has come to regard the deductions made and the conclusions reached in such mad haste, as possessed of little or no value. It knows full well that few, if any, men can read, digest, and then discourse with any degree of depth or accuracy upon the cause and effect of current events in the short space of time allotted the editor. Then too, the busy man does not want editorials. He wants the news, and Madam, if she has leisure, usually prefers to draw her own conclusions and deductions.

Managers of newspapers realize this more fully from day to day, and, as a consequence, the space allotted the editor has dwindled, until, in the more popular papers, it is little more than a mere corner.

The time is not far distant when editorials and resumes will be entirely relegated to weekly and monthly publications, where they rightfully belong.

**JOKELETS.**

What we shall see next?—*Life*.  
And He Makes Music, Too.—The man who runs a partisan country paper and prints it on a hand press may not be an Italian, but he owns a hand-organ all right enough.—*St. Joseph Daily News*.

Jaysmith—I'm going to sue the *Herald* for libel; it called me a thief.

McWatty—But papers are allowed to print the news, you know.

Jaysmith—But that isn't news.

McWatty—True enough. Everybody knows it now.—*Judge*.

The Prohibition editors who were recently in session at Chicago unanimously resolved that their papers were not read enough. If it's any consolation to those gentlemen there's a whole army of editors who succumb to the influences of the seductive cocktail, who are of the same opinion.—*St. Joseph Daily News*.

Forced To It—Reporter You know Miss Bilber, who writes poetry for the newspapers? I tried to interview her the other day, but she wouldn't let me. She said I could get a better idea of her from her work.

Editor—What did you do about it?

Reporter—What could I do? I had to read her poetry.—*Pack*.

BEGIN 1896 with bright confidential "Ed. Copy." It pays. Politics to suit, Booklet and "points" sent Editors and publishers only. G. T. Hammond, Newport, R. I.



**HE WINS THE GOLD MEDAL.**

The portrait of Mr. Andrew Nirschel, which accompanies this article, is an excellent likeness of the young man who is, as far as we know, the swiftest bill poster in the world.

Mr. Nirschel is the winner, over ninety-seven competitors, of the "Billboard Advertising Gold Medal" offered for the best time made on a 6x4 stand. The letter which follows is convincing proof, and we do not think that the supremacy of Mr. Nirschel will soon be disputed.

Buffalo, N. Y., November 22, 1895.  
EDITOR BILLBOARD ADVERTISING,  
Cincinnati, Ohio:

Dear Sir—We desire to submit, on behalf of Mr. Andrew Nirschel, an employee of ours, the following facts in relation to the bill posters' contest:

Mr. Nirschel hung a twenty-four-sheet stand of "Shore Acres" paper, and according to conditions published in your paper, in four minutes and fifteen seconds (4.15). This was done October 26th, in the presence of C. F. Filbrick, W. J. Ferris and Martin Connors, all of this city. The stand was hung at the corner of Wells and Carroll streets, and, when finished, would stand a most careful inspection; the conditions were favorable. The time-keeper was C. F. Filbrick. Yours very truly,  
WHITMIER & FILBRICK.

In support of the above stated time, I desire to say that the same is true. C. F. FILBRICK.  
Sworn to before me this 22d day of November, 1895. R. B. CAMP, Notary Public,  
In and for Erie Co., N. Y.

M. H. HUDSON, Sec'y and Treas. A. B. HUDSON, Mgr.

**KANSAS CITY BILL POSTING**  
—AND—  
**ADVERTISING COMPANY,**  
**KANSAS CITY, MO.**  
—OFFICE, MUSIC HALL, 9TH AND BROADWAY,—  
Only Licensed Bill Posters in the City. Also Argentine,  
Armourdale and Kansas City, Kas.

# Billboard Advertising

PUBLISHED MONTHLY AT

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

BY

BILLBOARD ADVERTISING CO.,

**JAMES H. HENNEGAN, Manager.**

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

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

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

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

*The Editor cannot undertake to return unsolicited manuscript.*

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

*Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 24th, 1895.*

Resolved, That the action taken at our May meeting, making the "BILLBOARD ADVERTISING" the official organ of this Association, be reconsidered. Adopted

"WHEREAS, We, the members of the New York State Bill Posters' Association, in convention assembled, do condemn the course pursued of the accepted official organ, "BILLBOARD ADVERTISING," in its present position of espousing the cause of, and encouraging opposition to, the members of the Associated Bill Posters' Association, Therefore, be it

"Resolved, That it is the sense of the members of this Association, that as the journal above referred to was fostered and encouraged, and supported in the belief that as an official organ of this Association in our interests they would be protected rather than assailed by the same, and as we find we was laboring under a misapprehension of the real facts apparently, that we cease all connection with "BILLBOARD ADVERTISING" in any manner, either by subscription or through its advertising columns, and that we in no way give it our assistance and support. And be it further

"Resolved, That we request the several State Associations and the Associated Bill Posters' Association of the United States and Canada, to co-operate with us in supporting some journal, to be decided upon later, who will devote its columns exclusively for the benefit and interests of the members of our organization, and not to our detriment. And that we pledge our hearty support, both morally and financially, to the above end."

\* \* \*

ALTHOUGH we have not as yet been formally notified of the fact, we presume

BILLBOARD ADVERTISING is no longer the official organ of the New York State Bill Posters' Association. We gather the information from an account of the proceedings and deliberation of the convention which we have published in another column.

It was sent to us without comment or explanation, which denotes scant courtesy if nothing else. We are rather inclined to believe, however, that whoever was charged with the commission of notifying us, was rather ashamed of his task.

\* \* \*

WE should not feel that we had dealt fairly by the various individual members of the Association, if we did not state frankly that we deplore the matter most keenly. It was an honor to represent the New York Association, of which any paper might well feel proud, and we do not relinquish it without regret. The support, which is also withdrawn, caused us little concern. The "financial" was little, and the "moral," whatever that may mean, must have been even less, since neither were appreciable.

\* \* \*

THE policy of the paper has always been to give all the news obtainable in the particular fields it covers, to comment on current events, and criticize freely and fearlessly whenever we deemed it necessary. Had we been in the wrong, no one would have made amends more readily; but we cannot find any instance in which we have erred. We wish to state plainly and explicitly that we have no explanations to make and no apologies to render.

\* \* \*

WE deem it our duty to disseminate the views of these gentlemen, although they differ radically from ours as widely as possible. In voicing their resolutions, and publishing their proceedings and deliberations, we feel that, although inimicable to us, they are yet entitled to a free and complete hearing from the rest of the craft, and we are only just in affording them the opportunity of securing it.

At the same time we wish to assure bill posters in general, and especially those who are members of the various associations, which we have the honor to represent officially, that the policy of the paper will not be changed. We shall follow the same course in the future that we have in the past, always striving to elevate bill posting and advance the interests of bill posters.

\* \* \*

IN rejecting Mr. Gude's application for membership in their association, and binding themselves not to accept work from the O. J. Gude Co., the members of the New York Association enacted some remarkable legislation, and at the same

time arrayed themselves against the authority of the Associated Bill Posters' Association, and by reason of their rebellions and revolutionary action, have laid themselves open to expulsion from the National body. They have acted in this matter in direct violation of the sense and meaning of the resolutions covering this ground which were adopted at the Detroit convention, and, unless speedily rectified, their asinine attempt to make the tail wag the dog can have but one outcome, and that will be the disastrous disruption of the New York State Association

\* \* \*

THERE will be no change in the conduct of this paper. Its aim in the future, as in the past, will be to reflect the opinions of advertisers and bill posters in general, and not those of any one or any particular faction. The utmost care will be exercised in treating each question in a fair, impartial and unbiased manner. We will criticize the short comings of all or any of the various Associations, and extol their merits. We will speak openly of the various services rendered to advertisers, giving credit where it is due, and meting out censure wherever deserved.

We have accomplished some good in the past. We expect to accomplish more in the future; but we feel that it can only be done when the interests of buyers and sellers of advertising are mutually advanced.

## ANENT OPPOSITION.

### QUITE LIVELY BREEZE BLOWING.

**The New York State Association Revokes the Appointment Making "Billboard Advertising" their Official Organ.**

The New York State Association, in convention assembled, has formally revoked the appointment under which this paper has been representing them. Their reasons for so doing lay principally in the fact that the paper had opinions and the courage to express them. The rest of the State Associations, and the Associated Bill Posters' Association, will probably do likewise, for the paper will continue to discuss matters of interest to the craft as openly in the future as it has in the past. We intend to be fair and just, however. The fact that any one holds views contrary to ours, will not prevent them from having every opportunity of presenting them to our readers.

The editor is a member in good standing in the National organization, and speaks as a member of that body, with its best interests at heart. His opinions are entitled to the same consideration that would be accorded those of any other member. No more, no less. He is not encouraging or upholding opposition in any manner whatever. He simply believes that the Association is powerless to curtail opposition as an association, and that attempts

to do so, while they cannot possibly prove otherwise than futile, on the other hand, may wreck the Association.

Van Buren & Co., of New York, have, in conjunction with Messrs Reagan, Clark and Harry Munson, organized a little association of their own. Now, this being the case, what good reason is there that Messrs. Munson, and Reagan, and Clark, should not be admitted to the Association? Van Buren & Co. recognize them; why should the rest of the members not do likewise?

Why, in case of opposition in any other city, would it not be better to have them in the Association rather than on the outside? If keeping them out of the Association did away with them, there might be some reason in it, but it does not. In the five years that the A. B. P. A. has been in existence it has not eliminated a single opposition firm. Does not this prove that the Association is powerless in this direction.

We would like to demonstrate to bill posters everywhere that opposition is a local issue, and not a matter for Association's consideration.

There are many who are with us in this matter. O. P. Fairchild, of Covington, Ky., says that we are right; as do also the Chapman Bros., Otting & Son, Bright Bros., The Seifert Co., and many others.

But there are many who do not. As witness the following letters which we publish in order to give both sides of the question:

A correspondent writes us as follows: "Did you know that those fool fellows of the New York State Association have passed resolutions making Stahlbrodt once more the one and only representative of their Association, which, of course, is rank rebellion as far as the National Association is concerned. I wonder what President Campbell and the rest of the members of the Associated Bill Posters' Association will think of this calm and deliberate defiance of the National body.

"The great joke about it all is that Sam Pratt, of Van Buren & Co., New York City, who, in all probability put up the job, or at any rate pushed it along, has once more used the vanity and ego of Stahlbrodt to pull a few more chestnuts out of the fire.

"New York and Brooklyn are exempt from the Stahlbrodt regime. Sam Pratt and Barney Lick are too cunning to agree not to accept work from Gude. They know the value of his patronage and have no intention of sacrificing it.

"As it is, the O. J. Gude Co. has ordered all of their paper out of the towns in the upper end of the state, and if the poor fellows in the little towns are faithful to their resolutions, when Gude has a five or ten thousand dollar appropriation to split throughout the state, why it will have to go entirely to New York and Brooklyn. Sam Pratt is cunning, a little more so than the boys from up the state. Don't you think so?"

Cleveland, O., November 19, 1895.  
Editor BILLBOARD ADVERTISING,  
Cincinnati, O.

Dear Sir—In reply to your favor of the 14th, asking our opinion as to whether President Campbell has the power to withdraw your appointment as official organ of the association, will say that we are not familiar enough with the constitution of the association to make a statement. We believe, however, that if he has not the power, he can very soon call those to

gers who have. Looking at this matter from our standpoint and from what we have reason to believe others think of your action in upholding those who are in direct opposition to the members of the association, which you are supposed to represent, and in whose interests your magazine is published, we have no hesitancy in saying that they will meet with the hearty approval and receive the hearty support of ninety per cent of the members of the association.

We would be very sorry to see the time when it would be necessary to take such an action, and hope that you will recede from the position you have taken, which we believe to be a wrong one, and adjust your own interests. As you must realize the business of commercial bill posting is still in its infancy, and is rapidly growing to a very large business, and if your journal keeps in the right path, it will grow to be a power in the bill posting fraternity, and must bring good returns. Our feelings are very friendly towards you and we have watched with a great deal of interest the growth of your publication from a four page circular to a journal that none of us in the business need feel ashamed of as an official organ.

If you voice the sentiments of a majority of the members of the association, and speak to the advertiser from our standpoint, you can be of much service to us, and help us in our business, but if you take a stand that is detrimental to our interests, you may work us harm, and members should be taken to try and prevent your doing so.

What we have said has been in the kindest of spirit, and we trust will give no offense.

Yours sincerely,

BRYAN & CO.

Chicago, November 11, 1895.

BILLBOARD ADVERTISING,

Cincinnati, Ohio:

Dear Sir—After looking over your November issue and reading your several letters, I hasten to write you regarding your position as proprietors of BILLBOARD ADVERTISING, and BILLBOARD ADVERTISING as the official organ of the Associated Bill Posters' Association of the United States and Canada.

If you desire to have your paper the official organ of the National Association, and can vouch for your paper's loyalty to that Association, and will publish no proceedings, advertisements or write-ups of any others, in opposition to our Association, you can still be the representative organ for the Association, but not unless you promise to do so, and that at once, commencing with your December 1st issue.

Yours truly,

R. C. CAMPBELL, Pres't.

Denver, Colo., November 13, 1895.

EDITOR BILLBOARD ADVERTISING,

Cincinnati, Ohio:

Dear Sir—Yours of the 4th is at hand, calling attention to BILLBOARD ADVERTISING for the Christmas number. We will send you an ad for that number, with this mail, which I hope you will receive all right.

I am very much surprised to see an ad. in the last issue of your paper of the Inter-State Bill Posters' Protective Association, giving their rates, which is in direct competition with the Associated Bill Posters of the United States and Canada, which Association has voted and made your paper their official organ, and subscribed \$500 for you to send the paper to the different advertisers of the country. Now what will a new advertiser think when he reads that ad, and sees that he can get posting done for those prices, which, candidly, no bill poster can do the work for, and live, and then have the Associated Bill Posters' Association quote them a different price. They will think something is wrong, and that a screw is loose somewhere. Now, Mr. Editor, the old bill posters of the Association have built up the bill posting business to what it is, and you must certainly give them credit for it. Our friend Stahlbrodt worked hard to have a uniform price all over the country, and has spent both time and money to do so. Now here step in opposition bill posters and pull their price down, where they have tried hard for three years to build it up, and knock the props from under it. I heartily concur in what our friend Mike Breslauer, city bill poster of Minneapolis, sent in to your paper last issue. Of course there are some good men in opposition to the regular bill posters, which I admit, is all right, and I would like to see them with us, but business is business, and friendship is another thing. I myself have had these prices quoted to me by other advertisers, and they can't understand, till I explain to them why we can't do bill posting the same as some other fly-by-night poster.

If the Inter-State Protective Association want their competition, why don't they get business prices, get as good locations as the associated

members, and not try to undermine by cutting off our profits or making the national advertiser dissatisfied.

Now Mr. Editor, I write this letter to you in a friendly spirit, and I want it to be accepted as such.

I for one, in speaking for the Rocky Mountain Bill Posters' Association, will uphold and stand by Association prices. The Rocky Mountain Bill Posters' Association voted your paper as their official organ, and agreed to support it all they possibly could.

That was a very good article you had in the last issue headed "Service—Good and Bad." I read it over twice, and agree with you in a good many sentences in that article.

Yours very truly,

JAS. A. CURRAN.

Springfield, Ohio, November 23, '95.

EDITOR BILLBOARD ADVERTISING,

Cincinnati, O.

Dear Sir—After careful consideration and careful reading of your few past editions, I think the Associations, both National and State, made a great mistake when they made your paper their official organ. I am sorry to see it take the stand it does against the bill posters, after doing what we did and are willing to do, to make the paper a success. And to have you simply cut our throats, and do and say all you can to ruin our business, is, to say the least, unkind.

I supposed that you were running a paper in the interests of bill posting, endeavoring to improve the business, getting bill posters to take more interest in their work, and establishing our Association on a solid business basis; but it seems, however, for some unknown reason you are trying exceedingly hard to get every bill poster in the country opposition.

I, as president of the Ohio Bill Posters' Association, thank you for the kindness your paper has extended towards us in the way of notices, etc., but I shall endeavor to have all members withdraw all support whatever, from your paper, and I assure you, I regret it very much, but business is business. If you insist on bumping us, we can only do the next best thing, and that which is natural in human beings, to kick back as hard as we can. It may not do us any good, but it will be a source of considerable satisfaction to us, and there you are.

I want you to understand I am not cranky upon any subject, neither will I let any prejudice from an outside source, come between me and my business friend, but on the dead, I think you have given us all very much the worst of it.

What do you say?

Yours fraternally,

H. H. TYNER.

Mr. Tyner falls into the common error of assuming that we are encouraging opposition; nothing could be further from the truth.—

EDITOR.

### TO THE PRESIDENT AND MEMBERS OF THE ASSOCIATED BILL POSTERS' ASSOCIATION:

Well, boys, this is what you call very stormy weather. The winds are blowing and paper is coming down in all directions.

The editor's table is littered with paper that tells the story of the different bill posters in terse and forcible language. That is right, boys. Pour in the hot shot. Every time anything is said to BILLBOARD ADVERTISING that you don't agree with, bang the editor.

There is more fun and experience in opening the mail of BILLBOARD ADVERTISING than can be got out of the best circus that ever traveled throughout the country, and the editor thinks he has seen them all.

Get whizz! but wasn't that a hot tamale from President Campbell: "If you don't edit BILLBOARD ADVERTISING as I and the executive committee of the Bill Posters' National Association think it should be edited, why you will be no longer our official organ. We like you, Mr. Editor, but you must put on our spectacles and look at everything as we see it. You must preach our policy, otherwise be silent forever and ever. Amen."

Now, my dear Mr. President of the

National Bill Posters' Association, let us say to you in the most kindly and friendly spirit, in a spirit filled to the brim with the good-will and friendliness engendered not only by our high personal regard for the boys of the bill posting fraternity, but intensified by the thought that this little say of ours will be spread before the trade during the Christmas days, when peace and good-will to all should prevail—that BILLBOARD ADVERTISING is conducted in the interest of bill posting and all other methods of publicity that help the advertiser.

That when we help the advertiser we are giving you the greatest help, and that the past record of your Association is too pregnant with errors for us to accept the dictation of the people that have made them, as to what should be the policy of this publication.

Let us get right down to paste-pot and paper, and talk straight. What has been the history of your organization up to recent date? Only chaos and confusion. What has been the best convention ever held by your organization? The one in Detroit! and that was better than the preceding ones only because the rank and file of the Bill Posters' Association, the men who were in the organization for the purpose of having their business bettered, got together, rose in their might, and knocked out the little New York ring that was endeavoring to use the Bill Posters' Association for personal use.

You, Mr. President, acknowledged before the entire convention the mistakes that had been made, and your re-election was the result of that manly acknowledgment. You regained the esteem and confidence of the members by your earnest endeavors to undo the harm that had come through the narrow, short-sighted policy that aimed to turn over your organization and the general contracting of all commercial work into the hands of one favored individual, who was to be sole dictator to the bill posting fraternity. You had found out the motive that influenced the ring to favor one-man power. You saw that the greatest beneficiary would be the New York member; you found that while the scheme of taking work through one man only, and at one price, was being urged on the small cities throughout the country, at the sacrifice of much business; your New York member was continually taking business from wherever it could be got, making no sacrifice to help the country at large, pulling every dollar's worth of business he could get, and willing, very willing to use the Association to crush his two rivals in New York City, if the Association ever grew powerful enough to do it.

New York City was playing a waiting game at the expense of the smaller cities. You, Mr. President, dropped to the game, jumped on and helped stamp it out. You also tumbled to the injustice being done to the smaller cities that were forced to charge a price equal to the large cities, and at the convention we had the peculiar spectacle of the majority of members pleading for a lowering of the rates, threatening to abandon the Association if they were not permitted a lower price schedule.

There was no romance or theory in this plea. These members wanted business. They had found out, by practical experi-

ence the difference in making a price and getting it. They had found that when they refused business at a fair price, or except through a favored individual, that they got no business, and thus the big kick, a revision of prices, the inviting of other contractors into the Association; the smash-up of the ring, and the apologies of the Association for errors committed, extended to The O. J. Gule Co.

Now there has arisen an awful howl about our paper printing the proceedings of the Inter-State Association,

Just let us reason together in a perfectly friendly way. Are you afraid of this other Association? Are their prices and their plans more equitable than yours? If so, take our advice, copy them. If not, reason with them. Call a conference of your executive committee and advise one with the other for the common good. If they are not of that much importance, then hold your peace until they are.

There is work for the bill posters, good work, other than fighting among themselves. There are methods, numerous methods of publicity other than the billboards that they should contend against.

They have much to do in 1896 in improving their plants and services. A new era of prosperity is opening to them if they but see the possibilities of the hour.

The commercial people have awakened to the benefits to be derived from bill posting. They are ready to come into line, but the worse enemy to-day to the growth and development of bill posting is the narrow-minded bill poster who wants to rule or ruin.

We are sitting in our chair, calmly surveying the field. We are not talking haphazard or with any lack of knowledge, and we now say to the bill posters of the country, in this our Christmas greeting, that we are with you, heart and soul, in everything that tends to better service; that we believe in good prices for good work. We believe that bill posting, properly done, will produce more results for an advertiser for the dollar invested than any other given line of publicity. We are going to push bill posting for all we are worth. We are going to preach its possibilities with all the power of press and printers' ink. But we are going to preach it in a way that we think is for the best interest of the trade at large.

We are going to keep on following the policy that we think is right, whether we represent Association Bill Posters of the United States and Canada, or only ourselves; whether its members subscribe for the paper and advertise in it, or whether they condemn it.

We are going to hold right to our course, because of our faith in the underlying American common-sense of the fraternity at large, which we believe will eventually dominate in this organization, as it dominates in all affairs in our great and glorious country.

We would not be the great people we are; we would not hold the foremost rank in the civilized nations of the world, that is ours to-day, were it not for this same American common-sense. On this we have pinned our faith; on this we will sink or swim.

We have placed our poster on the board; we own the board and all the approaches to it, and no one can stick anything else over it unless they buy us out.



The Miracles of the Past foreshadow the Miracles of the Future.

### THE MIRACLES OF THE PAST FORESHADOW THE MIRACLES OF THE FUTURE.

The shrewdest National Advertisers Write  
Messages on the Wall for all  
the World to See.

There is nothing new under the sun! Our noblest achievements in the Arts and Sciences have their root far back beyond the twilight of fable. We are merely prudent but inevitable heirs of all the countless ages gone before, making good use of our inheritance. Even display advertising in its most magnificent expression, boasts an exalted origin and antiquity. The proudest royal houses are but of yesterday when compared with it. Before the Saxon had set foot in Britain, before the Frank had passed the Rhine, when Grecian eloquence still flourished in Antioch, when idols were still worshiped in the Temple of Mecca, when the smoke of sacrifice rose from the Pantheon, and when camelopards and tigers bounded in the Flavian Amphitheatre; before Caesar, before Cyrus, before Moses; even further backward into the remotest mists of ages must be sought the first beginnings of the greatest of all methods of advertising—display advertising.

When the Almighty Himself, wrote with His awful finger, His promise of hope to Noah and his posterity, and spanned the sky with "The Rainbow based on ocean," He impressed on high a conspicuous lesson of His power and His purposes, and later, when He hurled judgment and prophecy at the impious Belshazzar and the banqueters, He emblazoned "Mene, Mene, Tekel, Upharsin," on the wall, words that scorched their terror and mystery even into the hearts of half-fuddled revelers.

And later still, in the revolving cycles, the reverential Constantine, looking up to the Heavens, beheld in the flaming Cross and its legend, "En Touto Nika—In Hoc Signo Vincas," the inspiring symbol of a glorious victory.

And, be it said in all reverence, this

was advertising—communicating, making known; and as in Science and Art, Mechanics and Machinery, the highest perfection is attained by studying and imitating Nature, her laws, her processes, her devices, so in advertising, the highest perfection is to be reached by imitating the best models of whatever kind, wherever attainable, in all the universe. And, herein lies the germ of a thought, and it is no more irreverent than chloroform-anesthesia, the rapid transit by steam or electricity, than artificial diamonds, than lightning rods, cork legs, glass eyes or wigs, or any invention that minimizes the inherent defects of our common humanity.

Notwithstanding the brilliant results derived from the advertising methods of the past, we hope to see the time when bill posting, display advertising, instead of using linear leagues of illuminated chromato-lithographic letters and pictures on the walls and fences of Philadelphia and surrounding country, will project into space its shimmering, glimmering proclamations to the public, utilizing square miles of the expansive heavens for its billboard. Night or day will make no difference to the perfected machinery of this advanced method of display advertising which will also embroider and spangle with stars the humblest advertisement; or, for greater conspicuousness, cause it to blaze with the dazzling brilliancy of countless comets made to order at the lowest possible rates.

This may seem flippant, frivolous, jocose, sportive, irreverent, but it is not. It is only an imitation of Nature, a utilization of natural physical forces and energies in a legitimate field, and every such imitation is an act of homage, piety, devotion, religion. Ergo, what a Sunday-school this wicked world really is when you scrutinize its inhabitants, what paragons of virtue we are! Canonization is, alas, too rare! For look you, that delicate blush on the cheek of beauty, and eke those masquerading, hide and seek, fugacious, elusive dimples are prayers; that

smirk is not coquetry, but a litany; that Delsartian gait of sinuous willowyness is not an affectation, but a benediction.

Therefore, when we cast upward our longing gaze upon the sky and behold therein our future billboards, do not be shocked, exclaiming "Post No Bills!" In doing so we shall only endeavor to imitate and rival the best models of all time. It has not been done before, because we could not get there. The rocks and hills and mountains are labeled everywhere, and why not the sky, where the first and greatest "display ad" has been spread aloft for our wonderment and imitation?

Not sixty years ago, when chloroform first began to be used to dull and kill the pains of flesh, it was called unscriptural, irreverent, sacrilegious.

When Benjamin Franklin, the great philosopher, drew the forked lightning from the sky, over a hundred years ago, he, too, was called an unholy violator of forbidden mysteries.

To throw a new light across the sky, both day and night, proclaiming a message of business to the world, is not irreverence, but progress, and in doing this we shall say, with Lord Byron:

"My altars are the mountains and the ocean,  
earth, air and stars, . . . .  
Some kinder casuists are pleased to say,  
In nameless print, that I have no devotion.  
But set those persons down with me to pray  
And you shall see who has the prop'rst notion  
Of getting into heaven the shortest way."

Art and Science have done much for humanity in the years gone by, they have worked miracles of achievement, they have leveled mountains of impossibilities and they will yet emblazon the wide expanse of heaven, from pole to pole, with the most consummate specimens of display advertising. Their possibilities are limitless and dazzle even the most extravagant imagination. And who can say, with the light of all the past to inspire hope, that these extravagant fancies are but the "baseless fabric of a vision?"

S. H. ROBISON.

### PASTE OR MUCILAGE.

Our article in last month's issue on "Paste" has created considerable interest, and having been brought under the notice of the "Gloy" Company, they have waited on us desirous of impressing us with the value of their article as a substitute for paste, and being, for all practical purposes, superior to it. Their representations are certainly very interesting, and are such as to at least warrant careful inquiry and exhaustive test. The virtues claimed for Gloy or Mucilage are so numerous, as to warrant the query as to whether paste or mucilage is to be the stickfast of the future.

It is claimed for mucilage that its adhesive properties far exceed those of paste, hence it is not affected by the weather as paste is; that the rays of the sun, the swish of the wind, or the disintegrating process of frost, are all far better withstood by it, than by paste. If this is true, then it is obvious that there is a great saving of labour, because renewals will be less frequently required.

It is also claimed for it, that it is a neutral product, and does not in any way affect colours, except to improve them, it is even used largely as a substitute for gum for colour mixing, and brightens the intensity of some colours, acting upon them as a kind of varnish.

Further, it is said to be free from any odour, does not generate mildew, or turn acid, and being homogenous it will never decompose. Unlike paste, it is not an aggregation of minute particles, subject to disintegrating processes by the action of air and weather, but a cohesive substance, quite undivisible, and this is said to be the secret of its tenacity. It requires no boiling, no hot water, but, if carefully diluted with from four or five parts of cold water, the cost is believed to be less than that of paste; it requires also some care in using, inasmuch as being so strong in adhesive qualities it causes the paper to at once adhere to the boarding or wall, and it will not slip under the brush so readily as bills laden with paste will, but this can be easily overcome with a little practice.

We interviewed one prominent Scotch firm who for years past have used Gloy as a substitute for paste, and they speak of it in high terms. The Harrington Advertising Company, London, also permit us to quote their experience of its utility, and their opinion is as follows:

"We beg to state, that after a six weeks' trial we found it so satisfactory that we placed a further order for fourteen tons. We now use it exclusively for all our street bill posting work, and have done so for the last three months."

We know other firms have placed a trial order, and we shall be glad to learn what their experience with regard to it is. Our columns will be open for free expressions of opinion on the topic.—The Bill Poster, London.

**EXPERT AD WRITERS.**

Advertisements under this head are inserted free of charge in nonpareil. One dollar per annum in bold face type, and twenty-five cents per line for display of not exceeding 315 lines in size.

- Archer, Addison, 706 Girard Bldg., Philadelphia, Pa.
- Archibald, David B., 73 Nassau st., New York City, N. Y.
- Ascherfeld, Havre-de-grace, Md.
- Bagley, F. B., 212 South 15th st., Philadelphia, Pa.
- Ball, Burt, 314 Union Trust Bldg., St. Louis, Mo.
- Bates, Charles Austin, 1413-1415 Vanderbilt Bldg., New York, N. Y.
- Barless, C. J., Rose, N. Y.
- Bowman, Margie, Boston, Mass.**
- Brown, H. P. Paulsboro, N. J.
- Brell, 132 Nassau st., New York, N. Y.
- Carleton, R. S., New Haven, Conn.
- Clough, C. H., Penn Ave. and Ninth Street, Pittsburgh, Pa.**
- Coffrain, L. D., Adams & Co., Buffalo, N. Y.
- Cohen, O., 335 Forest Ave., New York, N. Y.
- Crawford, O. W., Advertising Manager, Masonic Temple, Chicago, Ills.
- Curran R. L., 111 West 34th Street, New York, N. Y.**
- David, C. F., 67 Milk st., Boston, Mass.
- Day, Chas. H., Whitneyville, Conn.**
- Decker, F. W., 155 Chambers st., Newburgh N. Y.
- Dixey, Wolstan, 85 World Building, New York N. Y.
- Fairbanks, W. L., Box 857, Philadelphia, Pa.
- Fowler, Nath. C., Tribune Building, New York, N. Y.
- Fowler, Frank Field, 13 School st., Boston, Mass.
- Gillam, Manley L., Hillou, Hughes & Co., New York, N. Y.
- Herren, Jno. W., Norwich, Conn.
- Holmes, Henry, 17 Beckman st., New York, N. Y.
- Lewis, W. H., 111 Prospect Ave., Buffalo, F. Y.
- Long, Jas R., 419 Fifth St., N. E., Washington, D. C.**
- Manning, Ulyses G., South Bend, Ind.
- Marsh, Chas. H., 915 Chamber of Commerce, Chicago, Ills.
- Marston, Geo. W., Portsmouth, N. H.
- Mathews & Lewis, 501 Main st., Kansas City, Mo.
- Moses, Bert M., Box 283, Brooklyn, N. Y.
- Patterson, Will J. 425 1/2 W. Third St., Los Angeles, Cal.**
- Paine, A. W., Traverse City, Mich.
- Payne, Theo. E., 2519 Master st., Philadelphia, Pa.
- Scarboro, Jed., 48 Arbuttle Bldg., Brooklyn, N. Y.**
- Smith, E. L., Codman Bldg., Boston, Mass.
- Smith, F. M. C., Equitable Bldg., Baltimore, Md.
- Smith, Chas. Hite, Knoxville, Tenn.
- Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C.**
- Spencer, C. H., Advocate Bldg., Newark, Ohio.
- Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa.
- Stump, Frank V., Goshen, Ind.
- Sulbers, J. H., 4 New Chambers st., New York, N. Y.
- Wady, Clifton S., Room 81, No. 27 School Street, Boston, Mass.**
- Ward, Artemas, Lincoln Building, Union Square, New York.**
- Wasson, J. B., 1270 W. 39th St., New York, N. Y.
- Wheatley, E. A., Effective Advertising, N. Y. Life Bldg., New York, N. Y.
- Wilder & Co., 621 Market st., San Francisco, Cal.
- Williams, R. L., Loan & Trust Building, Washington, D. C.
- Winchester, H. Frank, 162 Ashford st. Brooklyn, N. Y.
- Woolfolk, Chas. A., 446 W. Main St., Louisville, Ky.**
- The News Press, 114 Nassau st. New York City N. Y.

**Ad Writers.**

As a successful advertiser, Charles H. Day, of Whitneyville, Conn., is not without his claims. Mr. Day was for some years with the late Adam Forepaugh, and at present with the Kickapoo Indian Medicine Co., of New Haven, Conn. Any one needing the services of a competent ad-writer can address him at either of the above places, with the assurance of receiving satisfaction.

James R. Long, Writer of Advertising, Washington, D. C., is out in a booklet entitled "Common Cents," that contains many bright ideas for almost every legitimate calling to attract trade. There is a succession of suggestive hints that will make it a valuable assistant to the advertiser.

We observe that Frank Field Fowler, of 13 School street, Boston, has succeeded Mr. Field Fowler as "The Inksmith," and has issued an exceedingly neat as well as unique circular calling attention to his specialty as an ad-writer, and the New England Advertising Agency, of which he is manager and treasurer.

*Profitable Advertising* publishes a portrait and sketch of A. D. McKinney, in the November issue.

L. E. Pullen now occupies the position of advertising manager of J. C. Ayer & Co., of Lowell, Mass.

Artemas Ward, the man that made "Sapolio." What more can one say for *Fame* than that he conducts it.

F. L. Hund, who is advertising manager for H. G. Hunnewell, Cincinnati, is planning a vigorous campaign for the coming spring. Silicene and Shine-all will soon be known all over the country. Mr. Hund is a great believer in the efficacy of posters and painted bulletins.

Chas. Austin Bates and Nath'l C. Fowler, Jr., come near, very near, being advertisers.

The Star Advertising Bureau consists of W. A. Hungerford, Geo. W. Miller and C. C. Archibald.

G. C. Earle's address is No. 6 South Tenth street, Richmond, Va.

I WRITE ADS  
THAT SPARKLE WITH  
ORIGINALITY  
AND RING WITH  
CONVINCING COMMON SENSE  
LET ME MAIL YOU  
AN OUNCE OF EVIDENCE.  
**JED SCARBORO.**  
48 ARBUCKLE BLDG  
BROOKLYN, NY.

**WE** have the names of agents for sale that cost us \$1600.00 to obtain. All gathered for our own special use. Will sell a written copy in any State. If you are a publisher, and ever mail any sample copies, our Agents' Addresses would be as good names as you could possibly find to use. Address,  
E. J. SMEAD & CO.,  
Electric Bell Dealers,  
Vineland, New Jersey.

**I Must Attract Attention**

1,  
to advertisers who want a good field to place advertising paraphernalia, circulars, samples, etc. I convince them I do honest work before starting.

**Let Me**

2,  
Write up a trial advertisement for 50c. If mine are not more effective than yours, send for your money. I write little verse and catch lines for advertisers. They will fit any ad. you are running and stimulate them. A trial one 10c., 3 for 25c. Always give a few ideas and remit in coin.  
JAMES R. LONG,  
Manager Bus. Ad. Co.,  
418 5th St., N. E., Washington, D. C.

**Ottawa, Kansas.**  
**L. HASHMAN,**  
City Bill Poster and Distributor.

**Mattapan, Boston, Mass.**  
Advertisers send your work to  
**DANIEL L. CUSHING, 108 River St.**  
It will be done right.

**DAVE WOLERSTEIN,**  
THE BILL POSTER,  
YAZOO CITY, MISS.

— Population of County, 35,000. —  
I DO  
**DISTRIBUTING**  
PROPERLY.  
**L. A. ANDERSON,**  
1102 HANGER ST.  
Little Rock, Pulaski County, Ark.

**E. J. KEMPF,**  
BILL POSTER AND  
DISTRIBUTOR.  
731 Pennsylvania Ave. Sheboygan, Wis.  
Population, 21,130. 1,600 Feet of Bill Boards.


**Ardmore, Ind. Ter.**

I Paint, Post, Tack, Distribute  
My Boards are New.  
My Locations are Prominent.

**W. R. BURNITT.**  
THE BEST IN THE WORLD!  
Is what all the Pressmen say who use  
**THALMANN'S INKS.**  
Chicago Office, 415 Dearborn St.  
St. Louis Office, 210 Olive St.

ONE MAN in each town can make money  
Painting Signs. No Experience required.  
Our Patterns do the Work. Sample letters  
10 cents, with full particulars.  
**Eastern Advertising and Letter Co.**  
D. W. Scofield, Mgr.  
L. B. 14. RIDGEFIELD, CONN.  
N. B.—Also Distributing and Mailing Agency.

**OVER TWO TONS OF POSTER INKS**  
Sold from the Chicago Branch of the  
**THALMAN PRINTING INK CO.**  
During the month of October.

**CHAS. A. PACE,**  
CIRCULARS, SAMPLES AND ALL ADVERTISING MATTER FAITHFULLY DISTRIBUTED.  
  
**Fall River, Bristol Co., Mass.**

MILES OF BILLBOARDS.  
A Live Town—50,000 People who read.  
OCEANS OF PASTE.  
We get up early in the day.  
MOUNTAINS OF WORK. WHY?  
We do our work right! That's why.  
**GROMAN BILL POSTING AND DISTRIBUTING CO.**  
BETHLEHEM, PA.

**Printing House Gossip.**

The printer needs the services of the advertising expert, and if they will but work together harmoniously, both are benefited. BILLBOARD ADVERTISING enables them to get together.

The foreman of every printing office should insist on his ad-setting men reading BILLBOARD ADVERTISING, *Fame, Brains, Printers' Ink, Art in Advertising and Profitable Advertising.*

Poster printers ought to make bonfire about this time of year out of all their old wood type. If your type is worn out don't keep it on the shelves where it occupies valuable room.

Mr. E. C. Neele, manager of the Show Printing Department the United States Printing Co. (Russell & Morgan Factories) is one of the best known show printers in the country. The "United States" carry the largest line of Circus and Menagerie Pictorials in the world. They also have a fine line of Fair Posters, which are always up to date.

**Good Printing.**

By P. NATHAN, of *The Lotus Press.*

A knowledge of the "principles of design" are as essential to the printer as they are to the painter and sculptor. Without this knowledge his work must be of an ordinary quality, with perhaps an occasional lucky hit; or if by chance he should find a pleasing style and adopt it he will fall into a "rut" and display a sameness about all his work, because he does not realize the "principles" involved in the successful design, and consequently dares not attempt to vary his style for fear of failure. He will experience the same difficulty if he attempts to print his job in two or more colors, if he is thrown on his own resources. In this case, again, he may be able to imitate a piece of printing that has a pleasing combination of colors in it, but he should be in a position to take any color for his ground work and make it beautiful by printing it in the colors that properly combine with it. This, however, can only be accomplished through a familiarity with the "laws of harmony and contrast."

One of the most important "principles" to be observed in a piece of printing is that of *balance* and while it might at first thought be supposed a simple matter, it must be borne in mind that almost all printing is issued as an advertisement and that the essentials of *good display* must not be sacrificed for artistic effect merely. Hence the result aimed at should be to bring out the important features in a "telling" and pleasing way.

At the present day much time and money is spent in the writing of circulars, booklets and catalogues, and in order that the results shall be a success the matter must be put before the prospective reader in such form as to command his attention by its pleasing and impressive appearance.

I saw a booklet recently issued by a prominent furniture house in this city, that is a good example of how money can be squandered in advertising. It was evidently written by an expert—and well written; but the printing was a failure of the worst kind; the arrangement of the type was bad; the presswork worse, if possible; the paper was common; and there was not a single feature about the whole job that would induce anyone even to handle it. I had the curiosity to learn how it was that a house could be induced to use such work, and found that the job was given to a printer to work off a debt. I am satisfied it would have been wiser to have destroyed the entire edition and paid for a better one. The newspaper advertisements of this house request people to send for their booklet—and acting as a representative I do not think the appearance of that booklet will influence much business; still they have, no doubt, paid a good price for the writing and are daily spending money for newspaper space calling attention to it. The investment of a few dollars more would have made it a success.

THE LEADING SHOW PRINTERS  
(LITHOGRAPHIC OR BLOCK)  
IN THE UNITED STATES USE

**THE AULT & WIBORG CO'S**  
**POSTER INKS**

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI:  
NEW YORK:  
CHICAGO:

THE UNITED STATES PRINTING COMPANY.

**Russell & Morgan Factories**

LITHOGRAPHERS, and  
GENERAL SHOW PRINTERS.

Carry the largest line of Circus and Menagerie Stock Pictorials in the world.

LOW PRICES. PROMPT DELIVERY.

Fifth and Lock Streets, CINCINNATI, OHIO.

**ROOSEN**

MANUFACTURERS OF  
PRINTING AND  
LITHOGRAPHING  
INKS  
AND DRY COLORS.

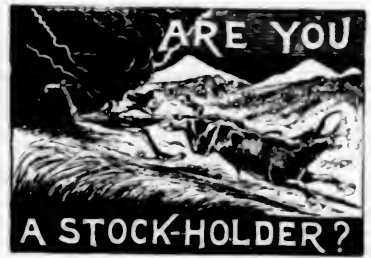
66-68  
JOHN STREET,  
BROOKLYN, N. Y.

**Enlarged Edition.**



**MODERNIZED ADVERTISING.**  
The third edition of MODERNIZED ADVERTISING will be published on a larger scale containing additional designs, all of which are modern and up-to-date.  
Of interest to All Advertisers.  
Designed, illustrated, engraved and published under the sole supervision of  
**BINNER.**  
The Illustrator, Engraver, who conducts the most complete engraving establishment in America.  
Enlarged Edition sent only on receipt of 10 cts. postage  
**BINNER, Chicago**

**THALMANN'S Printing Ink**  
—IS THE BEST  
—IN THE WORLD  
—FOR THE MONEY.  
BRANCH OFFICE,  
415 DEARBORN ST.  
CHICAGO.



**ARE YOU A STOCK-HOLDER?**  
OR IN ANY WAY CONNECTED WITH A STOCK COMPANY?  
If so, you should possess a copy of GOODWIN'S IMPROVED BOOK-KEEPING AND BUSINESS MANUAL.  
This book contains 293 pages, 24 of which are devoted to the book-keeping of stock companies, explaining at length how the books of such are opened and closed, and describing in detail many other peculiarities appertaining especially to this class of business concerns, such as "Watered Stock," "Notorious Dividends," nominal capital, working capital, contingencies, dividends, loans, mortgages, installments, "commission," plant, surplus fund, certificates, etc., etc., assignment of shares, annual reports, exaggerated assets, limit of capital, treasury stock, transfer of stock, forfeit of stock, organization, loans to stockholders, liabilities of stockholders, patent right paid for and paid for in stock, partnership books, changed to stock company books, capital stock increased and stock dividend declared, capital stock decreased, various statutory provisions and the following forms, both illustrated and explained: Subscription Book, Certificate Book, Transfer Book, Dividend Book, and a new form of Stock Ledger.  
"Your book far surpasses any other of its kind, containing as it does so much valuable information."—CHAS. W. SIMMONS, with the Standard Oil Company, Cleveland, Ohio.  
45 cents; 90 cents sold; 44 cents postals. Price \$1.00 postpaid, upon receipt of price. This book is now in stock, but a necessity—particularly to the progressive. It leads directly to money making and money saving. SAVE THIS advertisement and send for a descriptive pamphlet of the book. Address all orders to the publishers as follows:  
J. H. GOODWIN, Room 5, 1215 Broadway, New York

**POSTER PRINTERS**

Advertisements under this head are printed free of charge in nonpareil. In bold face type two dollars per year. Display advertisements (not exceeding seven lines, twenty-five cents per line. Advertisements amounting to one dollar and over include a year's subscription, free.

- Bien, Julius & Co., 140 6th ave. New York
- Boston Job Printing Co., 4 Alden, Boston Mass
- Brooklyn Daily Eagle Job Printing Co, Brooklyn
- Budget Show Print., Box 38, Elmira, N. Y.
- Calloun Printing Co, Hartford, Conn
- Calvert Litho Co, Detroit, Mich
- Cameron Show Printing Co., 57 Ann, New York
- Central City Show Printing Co., Jackson, Mich
- Central Litho and Eng Co, 140 6th ave, New York
- Central Show Printing Co, 143 Monroe, Ohio
- Correspondent Show Printing Co, Piqua, Ohio
- Courier Printing Co, Brantford, Ontario
- Courier-Journal Job Rooms, Louisville, Ky.
- Courier Show Printing Co, Buffalo, N. Y.
- Cox's Sons, John, Gay and Pratt, Baltimore
- The Donaldson Litho. Co., Cin'tl,
- Richner & Co, Baltimore
- Empire Show Printing Co., 7375 Plymouth Place, Chicago
- Enterprise Show Print., Cleveland, O.
- Erie Show Printing Co, Erie, Pa
- Forbes' Litho Co, 181 Devonshire, Boston
- Francis & Valentine, 517 Clay, San Francisco
- Free Press Show Print., Detroit.
- Fox, Richard K, Franklin and Dover, New York
- Griller Litho Co, Chicago
- Gillin Show Print, 132 West 14th, New York
- Goes' Litho Co, 140 Monroe, Chicago
- Gt. Am. Eng & Print Co, 57 Beekman, New York
- Grand Western Printing Co, 511 Market, St Louis
- Greve Litho Co, The, Milwaukee, Wis
- Haber, P. B., Fond-du-lac, Wis
- Hasselman Printing Co., Indianapolis, Ind
- Hatch, C. R. & H. H., Nashville, Tenn
- Hennegan & Co., Cincinnati, Ohio.
- Jackson, J. B., 48 Centre, New York
- Jordan Show Printing Co, 128 Franklin, Chicago
- Journal Job Rooms, Columbus, O.
- Ledger Job Office, 605 Sanson, Philadelphia
- Libbie Show Print. Bos'on, Mass.
- Ljck Show Print, Fort Smith, Ark
- Liebler & Maass, 224 Centre, New York
- Mauberrert's Printing House, New Orleans, La
- Metropolitan Printing Co., 222 W. 26th, New York
- Miner Litho Co The H. C. 342 west 14th st New York.
- Mitchell, Chas., Ottawa, Ont., Canada
- Morgan, W. J. & Co., St. Clair, Cleveland
- Morrison Show Print, Detroit, Mich.
- National Printing & Eng. Co., Chicago
- Oreutt Litho. Co, Chicago
- Pioneer Printing Co., 214 Jefferson, Seattle, Wash
- Planet Show Print, Chatham, Ont., Canada
- Richardson & Foss, 112 4th Ave, New York
- Riverside Printing Co., 216 3rd, Milwaukee, Wis
- Sackett & Wilhelms Litho. Co., 5th ave. and 15th st., New York.
- Seers, A. S., 19 E. 17th street, New York
- Springer & Weitz, B-way and 31st, New York
- Star Printing Co., 606 1/2 Second, Seattle, Wash
- Sterrett Show Print San Francisco, Cal.
- Union and Advertiser Co., Rochester, N. Y.
- Union Job Printing Co., Walla Walla, Wash.
- United States Printing Co., Cincinnati
- What Cheer Show Printing Co., Providence, R. I
- Winterburn Show Print., 166 Clark, Chicago

**PRINTING HOUSES**  
That execute high-class Distributing Matter

The following firms make a specialty of finely printed Booklets, Pamphlets, Hand Bills, Flyers, Dodgers, Circulars, Herald's, Counters, Programs, Rollers, Fancy Cards and Novelties.  
Advertisements under this head same as above

- Blackwater Courier Job Office, Franklin, Va
- The Donaldson Litho. Co. Cin'tl, O.
- Eaton, Allen & Co, Grand Rapids, Mich
- Hennegan & Co., Cincinnati, O.
- Libbie Show Print, 6-12 Beach St., Boston, Mass.
- Lolus Press, 140 west 23rd st., New York City
- Mauberrert's Printing House, New Orleans, La
- L. Fraug & Co., 286 Roxbury St., Boston, Mass.
- Saffin Show Print, 172 Skillman Ave., Brooklyn.
- Van Fleet, 88 Centre, New York
- Winthrop Press, New York
- Woodmansee, G. W. & Co., Rockville, R. I

**Sinclair**  
&  
**Valentine,**  
New York,  
make  
**Fine Printing Inks.**

**MURAL SIGNS AND PAINTED BULLETINS.**

Advertisements under this head are inserted free of charge in nonpareil. One dollar per annum in bold face type, and twenty-five cents per line for display not exceeding six lines in size.

- BOSTON, MASS.—J. Donnelly & Sons, Boston Advertising Co., 8 Bromfield st.
- BROOKLYN, N. Y.—The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. Thos. A. Skidmore, 640 Halsey st.
- CINCINNATI, O.—The John Chapman Sons Co., 19 Longworth st. D.H.'s Advertising Service, 312 Coleman st. Th. Morton, 333 West Fifth st.
- CHICAGO, ILL.—R. J. Gunning, Wabash ave., cor. Van Buren st. Bolt & Company, 59 Denton st. L. M. Lewis & Co., Temple Court. Thos. Cusack, Blue Island ave and Throop st.
- CLEVELAND, O.—Hyatt & Co., 19 Court Place.
- DENVER, COLO.—The Curtis Bill Posting and Advertising Co.
- Detroit, Mich.—Walker & Co., 43 Rowland st.
- Kalamazoo, Mich.—J. E. McCarthy & Co.
- LEXINGTON, KY.—I. H. Ramsey & Co., 137 east Main st.
- LOUISVILLE, KY.—Heverin Bros.
- NEWARK, N. J.—Newark Bill Posting Co.
- NEW YORK, N. Y.—**The O. J. Gude Co.**, 113-115 W. Broadway. C. S. Houghtaling, No. 3 Park Place. I. E. LaTour, 175 Broadway. **Sam'l W. Hoke**, 87 Nassau st. Unexcelled Advertising Co., 46 Vesey street. Covers System Advertising Service, 113 and 115 West Broadway.
- OHIO, OHIO.—Thos. Mulvihill, 1512 Hartney st.
- OSHKOSH, WIS.—John E. Williams.
- PHILADELPHIA, PA.—American Advertising Sign Co., 1336 Race st. Wm. Johnson.
- ROCKFORD, ILL.—W. S. Parker.
- SAN FRANCISCO, CAL.—Arthur M. Plato. S. I. Stoue, 506 Commercial st.
- SCRANTON, PA.—Reese & Long Adv. Co.
- ST. LOUIS, MO.—W. E. Williamson, 115-115 N. 6th street. Ernest & Stout Adv. Sign Co. R. J. Gunning.
- TORONTO, CAN.—Price Advertising Co. The Acton Burrows Co.
- VANCOUVER, CAN.—The Acton Burrows Co.
- WINNIPEG, CAN.—The Acton Burrows Co.

**Mural Signs and Painted Bulletins.**

**News Notes and Comment in an Interesting Field.**

There are some advertisers, men, too, who are prominent in the advertising field, and who ought to know better, that persist in putting all their appropriations into one particular style of poster, with which they cover a particular list of locations for eight, ten and twelve months at a stretch, renewing the paper every month, and sometimes, in bad weather, as often as every week.

There would be some method in this madness if the posters were of different styles, that is to say, if every time the board was covered a new poster, of a new design, with a new argument was put up. But when the same picture with the same text goes up, month after month, one cannot but wonder why they do not put them in paint and obtain the benefit of the air of substantial worth which always attaches to a handsome bulletin well executed, besides effecting a material saving in the cost of the year's advertising.

The economical aspect of the question is especially interesting, and will well repay investigation. For example, take a board ten feet high and twenty-five feet long, it will be found that it requires twenty-eight sheets of paper to cover it. The only kind of paper that will compare with good sign work is lithographed, and, counting freights, etc., will cost seven

cents per sheet in the bill poster's hands, which means a cost of one dollar and ninety-six cents each and every time the board is covered. This will happen just seventeen times in a period of fifty-two weeks, which makes the cost of the paper used thirty-three dollars and thirty-two cents.

The posting of the paper for fifty-two consecutive weeks, at three cents a week, would amount to forty-three dollars and sixty-eight cents, which would make the cost of the year's advertising, for the one location, exactly seventy-seven dollars.

When the relative effect, cost and worth of the two methods are compared, it will be found that the bulletin is so immeasurably superior to the poster, that there is simply no comparison between them.

**LIVE ADVERTISING.**

No amount of fancy dressing or artistic displaying of goods can equal in attractiveness a real live object in a window. A mechanic at work, who would hardly receive more than a passing notice anywhere else, draws a crowd while plying his vocation in a store window.

One of the most novel workers in a window is employed by a tobacco firm in fashioning pipes from the crude meerschamm.

Another concern has a hatter who makes a hat

entire, beginning with a piece of felt cloth, all in full view of the passers in the street.

A laundry has a collar and cuff mangle in a window where a tidy girl sits and manipulates the machine.

A small rotary printing press, run by electricity, with a boy feeding it, is another sight seen in a show window.

Probably the most catchy of all the displays is one in a clothier's window consisting of two Shetland ponies, to be given away on Thanksgiving day to the lucky guesser of the time they will make in a mile race.

A dry goods house has a lightning sketcher in a window making oil paintings, as quick as you can wink, and it is hard to tell which amuses the most, the high art of the pictures or the antics of the artist.

Several shoe stores have a cobbler in the window who has discarded a traditional bench and putting the pegs in with an upright machine.

Drug store windows are much used nowadays to advertise hair restorers and shampoos and the boy who sits all day in the window having sea foam rubbed over his head must be like unto Job to hold his job.

The nearest to a freak is a complexion specialist's window with one side of her face beautifully bleached and the other side all tanned, freckles and pimples.

One large confectioner makes candy in his show window, and everything about the process is clean and inviting.

The queerest of all the sights is that of a pretty damsel who sits in a shop window and fires a toy pistol at a target. She hits the bulls-eye with a Buffalo Bill precision.

Margie Bowman, in *Printers' Ink*.

**A. H. CARNEGIE. PORTAGE, WIS. Bill Poster and Distributor,**

Own all Billboards. . . . . Work done in . . . . . Manager Opera House. . . . . All parts of the country.

Go forth in haste, With bills and paste; Proclaim to all creation, That they are wise Who advertise In every avocation.

**Empire Advertising & Bill Posting Co.**  
CHAS. W. KEOGH, Manager.  
Academy of Music. CHARLESTON, S. C.  
CONTROLLING ALL PRIVILEGE.

Send to C. A. VAUGHAN, 415 Dearborn Street, Chicago, for samples of

**POSTER INKS.**  
PRICES TO SUIT THE TIMES.

**ZE MANGANITE EVERLAST.**

Ze solitary pens make on scientific principle to retain complete elastic by utilize the flat wise of metal. Extreme durable composition, hand grinded, nickel finish to last. Only capacious pen in world with fine point. So delightful to write. Also the Capacious Stib. Sample Dozen, 1.50; Quarter gross box, 4.00; Gross box, \$1.50, freight paid.

**VICTOR JACQUES & CIE,**  
PITTSBURGH, PA.

**Sign Writers and Sign Painters.**

This department, which appears in this number for the first time, we believe will prove a timely and interesting feature of our columns. Although wholly an experiment, there is such a wealth of material to be threshed over, that this, added to the fact that the field has never to our knowledge been covered by a publication, ought to make the departure profitable alike to sign painters and advertisers.

We invite correspondence. We want to make this page a medium for the interchange of ideas; a record of happenings and events among those to whom it is devoted, and a compendium of useful hints and information.

Probably no field of effort offers better possibilities than the manufacture of fancy cards for special announcements, with which many enterprising retailers are beginning to embellish their show windows.

The only capital required to embark in the business is a little ingenuity and a sharp knife, together with some fancy card board and the usual painter's outfit. The variety of styles and shapes is almost infinite. A little practice will make almost any sign writer sufficiently expert to render entire satisfaction. With an established demand for this class of work a painter can clear from \$35 to \$50 a week.

A new process for laying gold leaf on glass, or rather a new fluid for attaching it, has been patented.

Hand-painted price marks for show windows continue to find fully as much favor as ever.

Decalcomania ornaments are growing in favor as a means of ornamenting window placards. They are very cheap and effective.

**MIXED.**

The other morning Miss Priscilla Primley, the excellent proprietress of the young ladies' seminary of Fordham, was apprised of a ring at the telephone and at once repaired to the instrument.

"Hello! hello! Wake up there!" said an impatient voice. "I want 'em all in tights, with spangles onto 'em!"

"Want what?" said the incubator of Greek verbs and crotchet, who was much shocked. "Why the girls," was the reply, "red legs, green sash."

"The rules of this establishment will not allow anything of the kind," said the model preceptress firmly.

"Very well, then, make 'em all red with black stockings. When can you send 'em to the theatre?"

"The young ladies are permitted to attend the matinee on holidays only, in parties of fourteen, accompanied by a teacher."

"And I'm not satisfied with the skirt-dances—must be made to kick higher."

"I must request, sir, that you instantly remove your daughters from this institution—instantly, sir. I cannot consent to impart any such scandalous information to the young and I desire."

But the operator at the nptow telephone exchange switched off the connection just then and explained that by mistake he had hooked the seminary on to the Harlem theatre, where a variety troupe agent was instructing a theatrical bill engraver regarding some colored posters.—*Judge*.

**THERE WAS A TIME** when out-door advertising men engaged in the various phases of this craft were regarded as nodes

**BUT TO-DAY**, - it's different. As the science of business unfolded its hidden powers, the giant strength of "Display Force" how to write nice, winsome newspaper advertising, strong argument was a problem of increasing pressure. How to get a general population was the great question. It was answered by the bilbo

**BUSINESS RAISED ITS HAT**, held out its hat and a magnate whose holdings rivaled a railroad franchise. The distribution of advertising matter. And the painter became an individual whose "hand" of the heavy depositors in Eastern banks, and, in fact, co

In the battle for recognition of out-door advertising no painter fought

# GUNNING STAND

No other paint advertising contractor has spent one-tenth the money of other advertisers. Gunning's shout for "Ads of the Streets" has always been in the interests of the bill-posting fraternity for years. Gunning has said: "Boys, for good service you deserve all there's in it, and no one has done more to directly educate advertisers to an intelligent appreciation in the business. No other general sign painter has one-tenth the money of other advertisers. And with more men (by, a safe guess, double the number) constantly, under regular district superintendents throughout the country, has ever been perfected, the head of the procession of display advertising is the Gunning Company. The leadership of this concern as the representative of the industry is as clearly merited as it is recognizable.



mediums were deemed catch-penny swindles, and when those  
descript rowdies, with no footing in the legitimate business world.

business promotion developed, so did advertising, and, as advertising  
force" stood out in sharp relief. The "experts" came, showed  
arguments and convincing explanations, but how to "stir things up"  
sweeping display effect widespread enough to move an entire  
billposters, the painters, - the boomers of business to-day.

and became "chummy." The bill poster became a municipal  
trutor became a respected authority upon "circulation" of adver-  
employment and management of traveling genius wins the "glad  
successful advertisers everywhere.

fight as Gunning fought. As an exponent of the business in general:

# DS FOREMOST

the money that Gunning has in "missionary" work among adver-  
singing out loudest, and, in the broadest general way, has advanced  
ing as never asked a share of anybody's profits, but has always  
and more." And in standing for Fair Prices for Good Paint Service has  
operation of Fair Prices for Good Posting Service than any other factor  
part of the capital invested in Bill Posting as a business that Gunning  
(beef of all other general sign contractors put together) on the road  
to United States, all working on the only organized system that  
day advertising operators is plainly recognizable as The R. J. Gunning  
state out-door display advertising institution of the United States

## FAIR NOTES.

A UNIFORM TERMINOLOGY  
In State and County Fair Premium  
Lists.

In the preparation of a premium list for a fair or an exposition it is found necessary, for the sake of convenience, first to assort the premiums offered into several large groups, and then to divide these large groups into smaller sub-groups.

The first division naturally gives us a group for horses, another for cattle, another for swine, still another for poultry, etc. A further division gives us sub-groups for the different breeds, varieties or kinds.

This system of grouping and sub-grouping is a universal one. In all fairs we have first the large group and then the smaller sub-group. In all fairs there exists the necessity of designating the main groups by some name, as also does the necessity of designating the sub-groups by some name.

In the premium lists of the Cotton States and International Exposition, Canada's Great Fair and Industrial Exposition, the Great Inter-State Fair at Trenton, N. J., as also in the lists of the Wisconsin, Ohio and Indiana State Fairs, these main groups for horses, for cattle, for sheep, for poultry, etc., are termed *departments*. Michigan, Iowa and Minnesota term them *divisions*. In New York, Illinois and Nebraska they are termed *classes*; while in Maine and Montana they are given the double-header of *class* and *department*.

The sub-groups, as for instance the sub-groups for "Jerseys" and for "Poland China," are called in the premium lists of the Great Inter-State Fair at Trenton, N. J., Canada's Great Fair and Industrial Exposition at Toronto, and in the premium lists of the State Fairs of Wisconsin, Michigan, Indiana and Minnesota, *classes*; in New York the same idea is expressed by the word *section*; in Illinois and in Nebraska by the word *lot*; in Ohio by the words *entry book*; in Maine by the word *No.*, and in Georgia by the word *group*.

The foregoing illustrates briefly the varied terminology now in use in the premium lists of our large state fairs and exposition. An examination of the premium lists of county fairs reveals a still wider breach in the use of terms.

This marked diversity in the use of terms, even in adjoining states, to express exactly the same idea, makes it almost impossible for fair managers to correspond intelligently with each other, or with exhibitors, and leads to much confusion in numerous ways. Why use the word *department* in one state, *class* in another, and *division* in another, to express one and the same idea? Why should that part of the premium list corresponding to a *section* in the premium list of the New York State Fair be termed by the Wisconsin State Fair a *class*, by the Ohio State Fair an *entry book*, by the Illinois State Fair a *lot*, by the Maine State Fair a *No.*, and by the Cotton States and International Exposition a *group*?

At the recent annual meeting of the Western and Eastern Fair Association, held in Chicago on the 19th inst., this matter was acted upon and a uniform

terminology was adopted to be used in the premium lists of all the state fairs.

The words chosen by this Association are "Department," "Class," and for such fairs as desire a further division, "Prize Number."

The "Department" will be lettered, while the "Class" will be numbered. There will be, for instance, a Department "A" for horses, a Department "C" for sheep, a Department "D" for swine, etc., etc. There will be for instance a Class "10" for Jerseys, a Class "14" for Holsteins, etc. Each animal or article in a class may be designated, if desired, by a "Prize Number" which, if used at all, should commence with number one and run consecutively through the premium list.

The adoption of this uniform system by the state fairs is a great step in the right direction. County fairs ought, one and all, to fall into line.

Secretaries of all fairs, both State and County, should send to T. J. Fleming, Secretary of the Western and Eastern Fair Association, Madison, Wis., for a sample page of a premium list under the new rule in order that all premium lists, published in 1896, may accord with the uniform plan recently adopted.

ARTHUR BABBITT,  
Ass't Sec. Wis. State Agr. Soc.

Procrastination is the thief of time. Don't delay another day in effecting your organization, electing officers, appointing committees, and choosing dates for next year. Nothing has such a vital influence on the venture as an early start.

Dates for State Fairs of 1896, have been recommended by the Western and Eastern Fair Association, as follows, which, if adopted by the different State Fair Boards, will avoid any such unfortunate conflicts as occurred this year:

New York, August 24th to 29th.  
Ohio and Nebraska, Aug. 31 to Sept. 5.  
Michigan and Iowa, Sept. 7th to 12th.  
Indiana and Minnesota, Sept. 14 to 19.  
Wisconsin, September 21st to 26th.  
Illinois, September 28th to October 3d.  
Missouri, October 5th.

BILLBOARD ADVERTISING is read by showmen, fakirs, privilege men, horsemen, aeronauts and exhibiting advertisers. It pays to advertise a fair in BILLBOARD ADVERTISING.

Don't forget that, beginning with the January issue, BILLBOARD ADVERTISING begins to publish the dates and official rosters of the fair list for 1896.

Send yours in now. This is one of the strongest and best advertisements a fair can have, and it costs absolutely nothing.

There were seven hundred and eighty-one fairs held during the season of 1895. A careful comparison of our subscription books, with the completed list, reveals the fact that seven hundred and seven are subscribers to BILLBOARD ADVERTISING.

Pay the secretary and pay him well. "Verily the laborer is worthy of his hire," and no one labors more laboriously than the secretary.

No Office Complete Without It.

# Business

A Practical Journal of the Office

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

It treats particularly upon

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

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

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

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

KITTRIDGE COMPANY, Publishers  
13 Astor Place, NEW YORK.



## FOR RETAILERS

**I** BELIEVE the best form of retail advertising is a well gotten-up illustrated monthly periodical, circulated among the homes in a merchant's neighborhood, bearing his own announcements.

I am preparing to publish such a "magazine," of 16 pages, each month, nicely printed, illustrated profusely, printed on good paper and well bound. Matter entirely original—stories written especially for it. No "plate matter". Two pages are given up to the advertiser—second and last.

One merchant in each town may have this exclusive monthly service, being supplied with one thousand copies (containing his advertising), fresh and new each month, for \$20. Yearly contract. Terms cash in advance.

**O**NLY a syndicate plan allows one to issue a creditable original periodical at a nominal price like this. I have studied and observed in this field for years; and am convinced that the clap-trap "cheap" forms do not pay. Progressive, intelligent merchants everywhere are invited to write me NOW. First come, first served. Mention the title, "HOME STORIES".

For MANUFACTURERS wishing to keep in touch with their trade or the public, I get out exclusive individual periodicals. Ask me for sample of "BUSINESS TALK" written up for Graf, Morsbach & Co., of Cincinnati. I am also permitted refer to them.



BOSTON BANK REFERENCE:  
Beacon Trust Company.

Address promptly,

Clifton S. Wady, Writer, 27 School Street, Boston, Mass.

**Poultry Shows.**

NOTE—Unless given, the secretary's address corresponds with that of the show.

**ALABAMA.**  
Montgomery. Alabama Poultry Association, Dec. 10-13.

**CALIFORNIA.**  
San Francisco. E. H. Freeman, sec'y. Santa Clara, Cal. Dec. 11-17.

**COLORADO.**  
Colorado Springs. F. W. Hitchcock, judge. J. M. Hill, sec'y. 602 East Kiowa street, Jan. 1-4.

**CONNECTICUT.**  
Hartford. G. H. Weaver, sec'y, Dec. 25-27.

**DISTRICT OF COLUMBIA.**  
National Poultry Show, Washington. Geo. E. Howard, sec'y, Feb. 14-15.

**GEORGIA.**  
Cotton State Exposition, Atlanta. C. A. Collier, sec'y, Dec. 5-12.

**ILLINOIS.**  
Danville. Vermilion County Poultry Association, Jan. 6 to 10.

**INDIANA.**  
Indiana Pigeon & Pet Stock Association. Frank D. Meyer, sec'y, Dec. 2-6.

**IOWA.**  
Cedar Rapids. Cedar Rapids Poultry Association, Dec. 2 to Jan. 4.

**KANSAS.**  
Topeka. J. W. Wale, judge. J. R. Alexander, sec'y, Nov. 12-15.

**KENTUCKY.**  
Louisville. The Kentucky Poultry and Pigeon Breeders Association, Dec. 18 to 20.

**MASSACHUSETTS.**  
Boston. C. H. Tuttle, sec'y, Jan. 7-10.

**MICHIGAN.**  
Saginaw. Butterfield and Tucker, judges. A. P. Herbert, sec'y, Ionia, Mich. Dec. 10-13.

**MINNESOTA.**  
Winona. Winona Poultry Association, Jan. 13.

**MISSOURI.**  
St. Louis. The Missouri Poultry and Pigeon Breeders Association, Dec. 18 to 20.

**NEBRASKA.**  
Lincoln. Central Missouri Poultry Association, Sedalia Poultry Club, Dec. 19-22.

**NEW JERSEY.**  
Garden State Poultry and Pigeon Association. Hackensack. C. W. Johnson, sec'y, Cranford N. J. Nov. 26-28.

**NEW MEXICO.**  
Albuquerque. Snyder, judge, A. F. Overman, sec'y, Jan. 13-19.

**NEW YORK.**  
Meridian. Wm. H. Carr, Jr., sec'y. J. V. Bicknell, judge. Nov. 19-22.

**NORTH DAKOTA.**  
Grand Forks. T. D. Holden, Owatonna, Minn., judge. M. E. Harbin, sec'y, Dec. 4-6.

**OHIO.**  
Cleveland and Ohio State. Columbus, Cleveland, Pierce, Butterfield, Bridge, Barker, Murphy and Weston, judges. W. S. Rowe, sec'y, 18 Hirschauer st., Dec. 4 to 11.

**PENNSYLVANIA.**  
Pittston. E. P. Cosper, sec'y, Dec. 17-21.

**RHODE ISLAND.**  
Rhode Island Poultry Association, Providence, H. S. Babcock, sec'y, Dec. 10-14.

**TENNESSEE.**  
West Tennessee Poultry Association, Jackson. C. A. Emry, judge, H. M. Dawson, sec'y, Jan. 6-10.

**TEXAS.**  
Dallas Exposition. Dallas. C. A. Cour, sec'y, Oct. 19 to Nov. 3.

**UTAH.**  
Salt Lake City. J. W. Haslam, sec'y, Jan. 6-10.

**VIRGINIA.**  
Roanoke. J. H. Brevenstedt, judge. Frank A. Lovelock, sec'y, Salem, Va. Dec. 4-7.

**WASHINGTON.**  
Tacoma. Theodore Sternberg, judge, F. A. Rowell, sec'y, Dec. 31 Jan. 4.

**BRITISH COLUMBIA.**  
Vancouver Poultry Association, Vancouver. Cor Spicer, sec'y, Jan. 7-11.

**Conventions, etc.**

Dec. 6, 7. Reform Press Association, Lawrence, Kas.

Dec. 17, 19. Annual meeting Maine State Grange, Bangor, Me.

Dec. 11, 12. State Dairymen's Association, at Syracuse, N. Y.

Dec. 12 and 13. National Reform Association, Baltimore.

Dec. 17 to 19. State Grange Association, Bangor, Maine.

Dec. 29. Southern Educational Association, Hot Springs, Ark.

Dec. 25 and 27. Ohio Academy of Science, Cincinnati.

Jan. 8, 9. Protective League of American Showmen, Cincinnati, O.

Jan. 8, 9. International Association of Distributors, Cincinnati, Ohio.

Jan. 6 to 8. National League of Commission Merchants, St. Louis.

Jan. 7 to 9. Farmers' Institute, Springfield, Ill. Jan. 15 and 16. Farmers' Institute, Saginaw, Mich.

Jan. 11 to 15. Northwestern Curling Association, Bonsplaf, Duluth, Minn.

Jan. 21 to 30. Winter Carnival, St. Paul, Minn.

Feb. 17 to 22. Spring Carnival, Phoenix, Ariz.

Feb. 27 to 29. National Educational Association convention, Jacksonville, Fla.

April 1 to 3. The Christian Endeavor Union, of Michigan, State convention at Ionia.

August. Knights of Pythias Encampment, Minneapolis, Minn.

Sept. National convention United States Letter Carriers, Grand Rapids, Mich. Robert Milne, cor sec'y.

San Francisco, Cal. Horse Show, Dec. 3 to 8.

**Flower Shows.**

Council Bluffs, Ia. Southwestern Iowa Horticultural Society, Dec. 16 to 20.

Sigourney, Ia. Dec. 4 to 6.

Adrian, Mich. Dec. 3 to 5.

**Expositions.**

Atlanta, Ga. 1895. Sept. 16, to Dec. 31.

Baltimore, Md. 1896. Indefinite.

Dallas, Tex. 1896. Oct. 12 to Nov. 15.

Montreal, Can. 1896. Indefinite.

Nashville, Tenn. 1896. Sept. 1 to Dec. 24.

St. Louis Mo. 1896. Indefinite.

Oakland, Cal. 1896. Indefinite.

Cleveland, O. 1896. Indefinite.

Mexico, Mex. 1896. Indefinite.

**Foreign Expositions.**

Paris, France. 1900. April 15 to Dec. 31.

Johannesburg, South Africa. 1896. May 1 to June 30.

Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.

**THALMANN'S PRINTING INKS**

EASILY WORKED!  
SAVES ROLLERS!  
MAKES MONEY!  
—USE NOZOTHEKI—

**The Babbitt Entry and Record System**

FOR FAIRS.

The only perfect system for recording awards and moneys received from and paid to Exhibitors. CONSISTING OF Combination Index and Ledger Entry Book, Award Book.

All newly designed and now being published. Ready for sale. Feb. 1st, '06. Sent to any Sec'y in U. S. or Canada on approval.

*Arthur Babbitt*

Asst. Sec'y Wisconsin State Agr. Society.

MADISON, WIS.

**Leaving Him to Guess**



may be all right in some affairs but it isn't the thing in business. Let your customer know what you are doing, what you can do—let all whom you hope may some day be your customers know. Get them interested in your work. Start the new year of '06 by sending a newsy booklet or circular to them. It will pay. I make a business of preparing advertising matter and furnishing illustrations and handsome printed matter. I am reasonable and do not expect big orders until you know what I can do. I therefore make this

**SPECIAL OFFER**

to readers of "Billboard Advertising."

The regular charge for writing a booklet is \$10. I will, until January 30, '06, do it for anyone sending me \$2, and will give an illustration for the cover free. I am too busy to do this in a rush; you must wait two weeks or more. If you prefer a circular to a booklet, say so; you can have it for the \$2—but booklets are my specialty.

If you will write to me before Christmas, I will send you my pretty illustrated booklet about how I do it, free.

ROOM 1517, Tract Society Building, **R. L. CURRAN,** Spruce & Nassau Sts., NEW YORK.

Send us your business and help us get rich. **P. C. STOUT Sign and Bill Posting Co.**

**LICENSED CITY BILL POSTERS, ADVERTISING SIGN CONTRACTORS.**

St. Louis Office, 213 North Eighth Street. 333 Missouri Avenue, EAST ST. LOUIS, ILL.

Members Inter-State Bill Posters' Protective Association.

## STREET CAR ADVERTISING.

Advertisements under this heading are published free of charge in nonpareil. In bold face type two dollars per year. Display 25 cents per line.

Carleton & Kissam, 50 Bronfield St., Boston, and Postal Telegraph Building, New York City. Broadway Advertising Co., Hugh J. Grant, pres., 261 Broadway, New York City.  
O. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.  
Sam. P. Ferree, 231 Broadway, New York City. Manhattan E. R. Advertising Co., 33 Murray St., New York City.  
M. Wineburgh, Sr., Boston, Mass.  
M. Wineburgh, Jr., 164 Bank St., Cleveland O.  
Wyndham Robertson, Dallas, Tex

## Street Car Advertising.

The billboard men and the mural sign people are in the habit, when confronted with an inquiry from the advertiser regarding the efficacy of street car advertising, of promptly replying that such advertisements are good. Then they immediately proceed to impress upon him the fact that no one has to part with a nickel before they can look at the billboards or mural signs.

This may be considered a good argument, but there are a whole lot of people who do not think so. They maintain that the people who have not got the nickel to ride with, will not have money to purchase anything else.

It is said that the O. J. Gude Co. will add street car advertising to their other departments.

It is rather strange that no one has yet obtained the privilege of the South Covington and Cincinnati Street Railroad Co.'s cars. The system is the best patronized line in Cincinnati, and embraces the following lines:

1. Cincinnati, Bellevue and Dayton.
2. Cincinnati and Fort Thomas.
3. Cincinnati, Newport and Covington (York street).
4. Cincinnati and Newport (Monmouth street).
5. Cincinnati and Newport (Washington avenue).
6. Cincinnati and Newport (Paterson street).
7. Cincinnati and Austinburg.
8. Cincinnati and Milldale.
9. Cincinnati and Rosedale.
10. Cincinnati and Ludlow.
11. Cincinnati and Bromley.
12. Cincinnati and Covington (Main st.)
13. Cincinnati and Covington (Madison avenue).
14. Cincinnati and Covington (Greenup street)

The system embraces two hundred and eighty cars of the most commodious and handsome make.

Unless you have two cards in each car, one on each side, you are throwing away half your opportunity.

When your ad is in the cars the public is not hurrying by with minds intent upon their destination. Quite the contrary. They are seated right in front of it, where they are bound to see and read it, at a time when they have ample leisure to consider, digest and speculate upon it.

BILLBOARD ADVERTISING is very much sought after by officials of state and county fairs.

## J. A. Clough, 647 Austin Avenue, Chicago, Illinois, U. S. A. PRACTICAL DISTRIBUTOR.

I claim to have the best crew of distributors in Chicago, and the name of doing the best work.

REFERENCES:—Fuller & Fuller Co., Wholesale Druggists, Chicago; J. W. Webb, representing Hood's Sarsaparilla; W. A. Waters, representing Paskola and Shaker's Digestive Cordial, and others.

## STREET CAR ADVERTISING.

BY GEORGE KISSAM.

Street car advertising of to-day is vastly different from that of former years, and its volume in the aggregate is extremely larger than the uninitiated can conceive of.

Writing alliteratively, this result is due to merit and management. A retrospective view carries us back to the old go-as-you-please, irresponsible, unmethodical and variably-sized card period—a period when the advertiser was obliged to print all sorts and sizes of cards and to keep a corps of detectives to watch his "ads" after insertion, for the sole purpose of making sure they were in the cars.

The lessees of cars in those days looked on the advertiser as legitimate prey, and, with an iron-clad contract signed, usually won all suits, even though evidence was produced showing only a small percentage of the cards were in the cars when looked for. The cards themselves were small and enclosed in dirty frames, covered with glass, the glass itself contributing to injure the effect of the card behind, as it acted like a reflector when the sun or lamp-light struck it.

There was no system in the business, and advertising investors became discouraged, the medium waxed unpopular and the business bade fair to relapse into innocuous desuetude.

About this period Mr. Akerman, of Worcester, and Mr. Rondall, of Boston, Mass., produced each a concave advertising rack, essentially similar in principle but differing in detail.

Mr. William F. Carleton, who then had in charge the advertising department of the Dry Dock, East Broadway & Battery R. R. Co. in New York, saw immediately that at last the problem of "display" had been solved. He arranged for a lease of the Sixth Avenue cars in New York equipped them with the concave

racks and by his systematic business methods filled and kept full the space on this line until he relinquished it for a larger field in the city of Boston.

Street car advertising is continually growing more popular. It appeals to all classes with irresistible force and unavoidable eloquence, the cards being so displayed as to be easily read and to really afford a method of whiling away the time during the journey, that with animal traction is oftentimes wearisome in this rapid age.

The cars of to-day are continually being improved, and the struggle to produce them constantly taxes the ingenuity of the car-builder. It is needless to add that the advertising partakes of the same spirit—lithographers, printers, engravers and artists are continually spurred to produce new and striking designs for the object of impressing the great public, and much thought is given by principals to improve the service.

That street car advertising, conducted on business principles, has come to stay is evidenced by the throng of prominent advertisers' cards which are to be seen in the cars to-day—advertisers of long experience and good judges of values.

One very strong point that impresses an intending advertiser is the absolute certainty of circulation that street car advertising gives: there is no guess-work about it, nor any subcellular affidavits that no one believes—in fact circulation is really understated, as the figures given are taken from annual reports to the railroad commissioners and only give the actual number of paying passengers carried.

The display in the concave racks is unavoidable to the eye and limited in extent, this insures the advertisement being seen. Taking everything into consideration, street car advertising of to-day is a "winner" and its future is full of promise.—*Printers' Ink.*

## NEW ORLEANS, LA.

## Crescent Advertising and Distributing Co.

3462 LAUREL ST.

Contractors for Advertising in all branches.

## C. A. VAUGHAN,

Formerly the business manager of the Pitkin & Vaughan Co., Chicago, Theatrical Printers, is the manager of the Chicago Branch of the Thalmann Printing Ink Co. All the old showmen will be glad to learn that Mr. Vaughan has regained his health, and is engaged in active business.

## BILL POSTING and DISTRIBUTING

In Manning and Sumter, by

## T. M. YOUNG,

City Bill Poster and Distributor.

Box Y.

MANNING, S. C.

## THE HUSTLER ADVERTISING CO.

24 N. Main St., Fort Wayne, Ind.

MAILERS AND DISTRIBUTORS

Prompt Service by Reliable Men.



THE BILL POSTER  
AT  
CARTHAGE, MO.  
IS  
JOS. BARRATT.

ADVERTISE WITH.....

### JAMES COFFEE, City Bill Poster,

Bill Posting Distributing and Sign Tacking

DUBUQUE, IOWA.

## SPRINGDALE, ARK.

D. H. WHITENER, General Distributor

Signs tacked up. First-class service

## George W. Bills, Toledo, O.

Established 1868.

Population of City, 110,000.

The Old and Reliable

LICENSED

Bill Poster and  
Distributor,

Estimates furnished

On application.

The very best

References in

All branches of the

Business.

I will guarantee all work entrusted to me to be done satisfactorily or no pay for same.

## SEND

Your Posting and Distributing to



W. P. BAXTER

Licensed City Bill Poster

RICHMOND, KY.

SICNS Agents wanted to sell ready made Novelty Signs, six to twelve inches; furnished by the latest Engraving Process, 100 varieties, 50 per cent profit, quick sellers. Catalogue free. Samples 10c.

VAL. SCHREIER, Signs, Milwaukee, Wis.

MANKATO, MINN., POP. 12,000

### J. H. GRIEBEL, Jr.

Sec'y and Treas. Minn. State Bill Posters Ass'n

Sole Control of All Bill Boards, Telegraph,

Telephone and Electric Light Poles.

o All Work Guaranteed. o

**Window Display.**

The advertising yielded by a well-ordered window display is within the reach of every retailer in the land.

Fit prices in your advertisements, and let that same token put them in your window.

Cut in your advertisement, illustrating your wares, is a valuable aid to your description. How much more valuable than is your window space in which the wares themselves may be exposed.

Dress the window with care and good taste, and change the display as often as possible.

The windows possess all the value of an expensive space at an exposition, with the added advantage of having the salesmen close at hand.

An animate object in the window never fails to draw a crowd.

Put your faith, put your energy in your windows; returns are certain and sure.

Harry Chapman, of Chicago, publishes the only journal in the world devoted to window dressing. Every one interested in this work should be a subscriber to it.

The fundamental principles of complimentary colors are as follows, viz:

- Red compliments green.
- Blue compliments orange.
- Yellow compliments purple.

Have the windows well lighted at night. People have time to linger before them then.

The small electric device, which keeps up an incessant tattoo on the big plate glass, renders valuable aid in attracting attention to a window display.

A firm in New York has hit upon a novel idea in window display. They have hung all their windows with heavy opaque curtains, in which the firm name has been cut out. When the curtains are down at night, the electric lights are turned on and the name stands out in letters of fire, and fairly burns its way into the memory of the beholder.

A new electrical device throws alternate shades of red, white, green and purple light on the goods displayed in the window. It is proving a strong attraction.

Signs in the window, where they can be changed often, are preferable to signs on the window, which frequently obstruct the view, and mar the effect of a well dressed window.

Cleanliness is next to Godliness.

The theatre manager knows the value of window space. He also knows that many merchants do not.

A neatly painted placard in the window containing an ingenious invitation, an alluring bargain, or a strong argument is always of value. It should be gotten up

with taste, and changed often. Almost any of the sign writers will contract to furnish a series at remarkably low prices, and if you have difficulty in furnishing the copy, you can bring the professional advertiser to your aid at small cost.

No medium exceeds in value your own window space. If properly utilized, its possibilities are enormous. The writer knows of a thriving business, which had its beginning and initial prosperity in window display only. For three long years the only advertising that the young house could afford, was that which they could obtain from their windows. But they used it most artfully. Every day it was changed. Every week saw some novelty on exhibition, or some quaint conceit introduced to lend the display augmented interest or charm. Long before they adopted the newspapers, their windows were the talk of the town, and people went out of their way for blocks in order to catch a glimpse of them.

If it's good policy to rent display windows in the main city thoroughfare, where a couple of thousand of possible buyers will see it every day, it's much better policy to rent display advertising in the leading newspapers where tens of thousands of possible buyers can't help seeing—not when they are hurrying through the crowded streets in any mood but that of buying—but when they are sitting down quietly at home in the mood as considering what they want to buy and where to buy it.

To the general trade, a well-dressed window is an advertisement and encouragement to business which should not be overlooked.—*Trade Magazine*

What a chance for doing good advertising lies in the grocer's power. Does he realize it? Does he avail himself of the privilege? Does he know what opportunities for fine window displays, fruits and vegetables afford in their season? We wish every grocer would read and profit by the many good suggestions in F. A. Ferris & Co.'s bright little monthly "But."—*Profitable Advertising*

**"FAME."**

On another page appears an advertisement to which we call the attention of all our readers.

Artemas Ward is the editor and publisher of *Fame*, and it needs no long story to convince our readers that the man who creates all the great Sapolio advertising is producing in *Fame* just about the brightest of publications in his particular field.

Meagre Profits.—The trouble with my work," said a literary man, "is that it can't be done except when I feel the inspiration, and this makes the income from it very uncertain. Some days I make a good deal, other days very little. Yesterday, for instance, I attempted several times to produce something, walked the floor, meditated, examined books and papers for hints of subjects to write on, and, when night came, my whole day's work represented the sum of fifteen dollars."


"That's not bad, though," said the literary man's friend—what did you write?"

"An order to my coal dealer for three tons of coal at five dollars a ton," said the literary man, with anything but a happy smile.—*The Et.*

Squire Timothy—flourishing newspapers in New York hotel.—"See 'ere, landlord, I think this is a low-down swindle. Yer haven't put my name in their paper as an arrival."

Clerk—Why should I?

Squire Timothy—lebosaphat.—"When I go to the Squeedunk Hotel an' pay 'em seventy-five cents, I'm mentioned as a 'leading citizen,' an' here I've paid you fellers three dollars for nothin'!"—*The Et.*



**QUINN'S OINTMENT FOR HORSES**

stands at the head of all veterinary remedies. Such troubles as Spavins, Curbs, Windpuffs, Splints, Bunches have no terrors for a horse if the master keeps and applies Quinn's Ointment. All well-known horsemen speak of it in the highest terms:

Miller & Sibley, of Franklin, Pa., owners of St. Bel, brother of late Bell Boy, write, "We have used Quinn's Ointment with great success and believe it fulfills all claimed for it. We cheerfully recommend it to our friends." For Curbs, Splints, Spavins or Bunches, it has no equal.

Price \$1.50. Smaller size, 50c. Sold by all druggists or sent by mail.

W. B. EDDY & CO., WHITEHALL, N. Y.

**TRY IT.**

**WESTERN ADVERTISING CO.**  
 H. E. RODGERS, Manager. LA CROSSE, WIS.  
**DISTRIBUTORS, SAMPLERS, GENERAL ADVERTISERS.**  
 Satisfaction guaranteed. Correspondence solicited.  
 Population—City, 30,000; County, 50,000.

**The Chicago Bill Posting Company, Chicago.** 395 and 397 West Harrison St., Chicago.

We have unequalled facilities for prompt and honest service. LOCATIONS THE BEST.

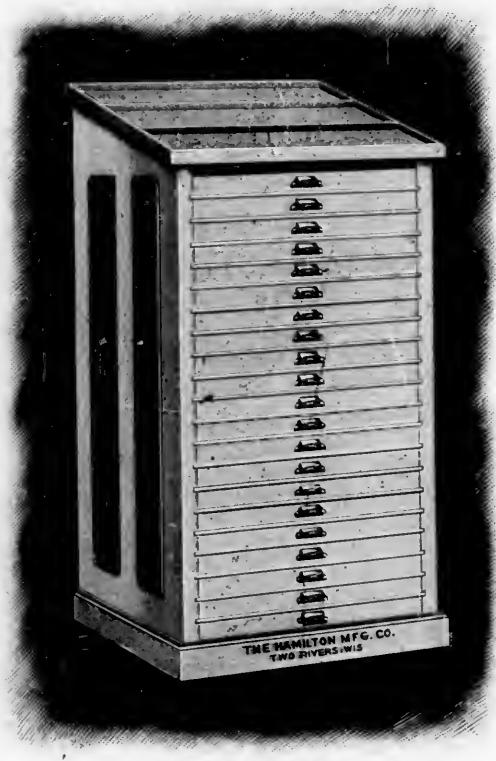
Doing work for ten of Chicago's Leading Theatres, and many Commercial Houses, who endorse our system.

P. F. SCHAEFER, Manager.

**HUIEST-STOUT SIGN CO.** We are not SUPERSTITIOUS, but We Do Believe in SIGNS.  
 INCORPORATED.  
 Licensed City Bill Posters.  
 Advertising Sign Contractors.  
 Manufacturers of MODERN EMBOSSED SIGNS.  
 213 N. Eighth Street, ST. LOUIS, MO.  
 Members Inter-State Bill Posters' Protective Association.

**G. D. HAMMOND & CO.**  
 LICENSED  
 Bill Posters and Distributors,  
 PITTSBURG AND ALLEGHENY CITY,  
 OFFICE, NOS. 9 AND 11 SEVENTH STREET,  
 PITTSBURG, PA.  
 Telephone 2134.

ESTABLISHED 1887.  
**The Taylor Bill Posting Co.**  
 OF TRINIDAD, COLORADO.  
 Legitimate Bill Posters and Advertisers of South'n Colorado,  
 Population of Trinidad and surrounding Mining Camps, within five miles, 15,000.



PINE CABINET.

# DEATH



Will soon steal its inevitable march on the old year. Youth and vigor—old age and decrepitude—are the morning and evening of all things material. This truth applies to business as well, but there is an advantage; the evil day can be put off by the infusion of new blood. A business has its birth, its growth, its period of seeming inactivity, and finally, the end. Ward off the end—infuse new blood, new ideas, into your shop. In other words, keep abreast of the times. It is positive economy to add to your outfit every labor-saving device obtainable.

We are the physician whom you should consult.

## The Hamilton Manufacturing Co.

TWO RIVERS, WIS.



### AND PRINTERS' FURNITURE, OF SUPERIOR QUALITY.

The great success of our goods prompts us to renewed effort. Our line is being constantly enlarged, and now embraces every article of wood used about a printing office. We work in BEAUTIFUL HARD WOODS, and finish in the natural color. Don't fail to have our catalogues. They cost us lots of money, but will save you much more. ASK FOR OUR GOODS. THE BEST IS THE CHEAPEST.

"The difference between

# Heaven & Hell"

Take the Keeley Cure for Drunkenness at  
The Keeley Institute of the East,  
**NO. CONWAY, N. H.**

"The Finest Keeley Institute in the World."

THE . . . **MOST**  
OF THE **BEST**  
FOR THE **LEAST**

That is to say, the **MOST** information and advertising, of the **BEST** quality and character, for the very **LEAST** monetary outlay, may be had by subscribing for

## Printers' Ink

"The Little Schoolmaster in the Art of Advertising." It is published weekly, and is ever fraught with fresh pointers, valuable statistics and useful hints for

**Ad** -vertisers  
-smiths  
-printers

If you **Now** subscribe you will get it for two dollars a year for as long a period as you care to pay for.

If you **Until** after January 1st, 1906, you will find the subscription price advanced, and you will have to pay \$5.00 per year.

Send your subscription to the publishers,

**Geo. P. Rowell & Co.**

No. 10 Spruce St. New York City.

Sample Copy Free.

**25 YEARS IN NEWPORT, KY.**

**PROMPT SERVICE GUARANTEED.**

Own all the Boards in . . .

NEWPORT, BELLEVUE, DAYTON, FORT THOMAS, CLIFTON HEIGHTS, COTE BRILLIANT, SOUTHGATE, GLEN PARK, INGALLS' PARK, INVERNESS, BONNIE LESLIE.

THE FIRM OF . . .

### G. H. OTTING & SON,

**Bill Posters and Distributors,**  
OF NEWPORT, KY.,

Was established in 1870, and for a quarter of a century have enjoyed the confidence and esteem of their patrons.

**Business Office, 608 York St., NEWPORT, KY.**

DISTRIBUTING 18,000 Ft. of Boards TACKLING.

City Bill Poster.

## BORU MARVIN,

AURORA, ILL.

Population, 25,000

PAINTED BULLETINS.

# SHOW PRINTING

Dates, 3-Sheets, Hangers, &c. FON DU LAC, WIS.

**P. B. Haber Printing House.** THE BEST AND CHEAPEST ON EARTH

**P. B. HABER, City Bill Poster,**

GOOD WORK insures GOOD RESULTS.

FON DU LAC, WIS. POPULATION, 15,000

IT'S A LIVE TOWN, and HAS A LIVE BILL POSTER.



**GEORGE ELSTON,**  
LICENSED  
**CITY BILL POSTER.**

Owens all Boards and Privileges.  
ESTABLISHED 1889.  
DISTRIBUTING A SPECIALTY.  
Anaconda, Deer Lodge Co., Mont.

KALAMAZOO MICH.

**J. E. McARTHUR,**  
Bill Poster and Distributor.

I call special attention to my Distributing Service. I use a wagon, drawn by a beautiful team of Ponies, and my men dress in uniform, which attracts attention. They do good work as well. I give my personal attention to this branch of the business. Try me, you will stay with me. OFFICE OPERA HOUSE BLOCK.

Good Work **KNOX** Beneficial Results.  
MEADVILLE, PA.

POSTERS PAY PROFITS.  
**JOHN A. LAKIN,**  
1868-1895  
CITY BILL POSTER,  
COOPERSTOWN N. Y.

Revised Mailing List of 1,000 Names for sale. I post and distribute bills, and paint signs.  
C. A. HIRER, Rochelle, Ills.

All work intrusted to me will have my personal prompt attention.

**SELDEN NYE,**  
Practical Bill Poster and Distributor,  
201 W. Park St. CHAMPAIGN, ILL.

GET THE BEST! **THE STAR** SELLS AT SIGHT!  
COIL SPRING SHAFT SUPPORT AND ANTI-RATTLER.  
Fast setting, always gives satisfaction. No weight on horse. Worth ten times the cost for maintenance in hitching up. Agents wanted. Send stamp for circular. Price, \$1.00. State rights for sale.  
**THE DECATUR SHAFT SUPPORT CO.**  
Decatur, Ill.



**MAGNETIC FOOT BATTERY**  
OUR MAGNETIC FOOT BATTERIES challenge the world for any potency which will equal them for keeping your feet warm. These FOOT BATTERIES remove all aches and pains from feet and limbs, cause a feeling of new life and vigor equal to the days of youth. Think of the luxury of warm feet all winter in all weather! These MAGNETIC BATTERIES increase the flow of blood, vitalize it and cause a most delightful feeling the moment your feet rest upon these powerful MAGNETIC INSOLES. Every pair gives comfort and satisfaction. If you keep your feet warm you cannot catch cold. What's the use of suffering from those tired, all gone, worn out feet? A pair of our MAGNETIC FOOT BATTERIES will act like a charm on your blood, and give you a sensation of warmth and vigor at once. Try a pair of them quick. \$1.00, or 3 pairs for \$2.00, any size, by mail. Send for our book, "A Plain Road to Health," free.  
**CHICAGO MAGNETIC SHIELD CO.,**  
1101 Masonic Temple, CHICAGO.

If you want to get an accurate glance at the inside of circus life, send twenty cents in postage stamps to L. D. DAY, Whitneyville, Conn., and receive by return mail "Young Adam Forepaugh, the Elephant Trainer, His Astonishing Adventures and Exciting Experiences, by Charles R. Day.

H. I. VANCE,  
City and Theatrical Bill Poster and General Distributor. References furnished. Member National Distributors Ass'n of America.  
EFFINGHAM, Effingham County, ILL.

SHOW PRINTING THAT IS UP TO THE TIMES.

TYPE **WINTERBURN**  
and **SHOW**  
BLOCK  
PRINTING  
Work. **COMPANY,**  
The Finest **166** **CHICAGO, ILLS.**  
in America. **CLARK ST.**

**Mauberret's Printing House, Limited**

Printing **Posters** Work  
in ALL its Branches. **all sizes all styles.** THE FINEST. THE LOWEST.  
Prices  
526 to 532 Poydras Street,  
NEW ORLEANS.  
Engraving

"STILL IN THE BUSINESS."  
ESTABLISHED 1864.  
My Reference is My Work, Which Speaks Louder Than Words.

**ALBERT WEBER,**  
THE LICENSED  
Bill Poster and Distributor  
OFFICE: 330 CAMP STREET.  
Adjoining Picayune Newspaper Bldg., NEW ORLEANS, LA.

I WANT to hear from advertisers—retail or wholesale—who are willing to contract for their advertising for six months or more at very reasonable rates, contracts to take effect January 1st. Medical, educational, commercial ads or otherwise, except poetry. I write only what I believe in. Advertisers using booklets should write me anyway; I have a special good offer for such.  
If interested, address  
**CHARLES J. ZINGG, Farmington, Me.**

**Fischer's Distributing Agency.**

G. E. FISCHER, Manager, 1515 Farnham St., Omaha, Neb.  
A. F. FISCHER, Mgr. Goodman Drug Co., Omaha, Neb.  
O. P. GOODMAN, Sec'y.

OUR SPECIALTY Patent Medicine and Newspaper Work.  
OUR EXPERIENCE - Ten years in the business.  
OUR GUARANTEE—Our reputation for good work.  
OUR REFERENCE—Never lost a Customer  
OUR FRIENDS—Our Patrons.  
OUR TERRITORY—Omaha, South Omaha, Neb.; Council Bluffs, Iowa.  
OUR ADDRESS—1505 Farnham Street, OMAHA, NEB.

**SCHENECTADY, N. Y.** With a population of nearly **30,000**  
Has a BILL POSTER that can do justice to your work.  
in the person of  
**C. H. BENEDICT.**  
He personally owns over 50 per cent of all boards in the city.

**MONTANA**

Bill Posters' Association,

**C. A. HARNOIS, Helena,**

STATE CONTRACTOR FOR

Bill Posting, Distributing, and General Advertising,

Helena, Butte, Great Falls, Missoula, Anaconda, Bozeman, Livingston, Billings, Deer Lodge.

*J. M. Dishon and no other  
Goes forth in haste,  
With bills and paste  
And proclaims to all creation,  
Men are wise who advertise  
In the present generation.*

Terre Haute, Ind.

ISSUE IDEAS Cost \$1. Makes you \$50. New samples inc. Plan free. ADHAGE CO., Boston

## It Pays To Advertise

- Printing Presses,
- Printing Inks,
- Printers' Furniture,
- Type,
- Paste,
- Paste Brush Handles,
- Paste Mixers,
- Posters,
- Tickets,
- Paper Cutters,
- Printing Offices,
- Boilers,
- Engines,
- Office Furniture,
- Electrotypes,
- Photo-Engravings,

## In the Columns of Billboard Advertising.

## Bill Posters!

Best Paste Brush Handle on Earth.

I HAVE THEM. YOU NEED THEM.

**MACK W. PEACHEE,**

16 Water Street. INDIANAPOLIS, IND.

MEMBER  
Interstate Bill Posters' Ass'n  
AND  
International Ass'n of Dis-  
tributors of North America  
LICENSED.  
Address, 508 S. High St.

TRUST YOUR WORK TO  
**L. E. TIEMANN,**  
City Bill Poster and Distributor,  
BELLEVILLE, ILL.

Pine Bluff, Ark.

**CHARLES SENYARD,**

Sign ♦ Writer ♦ and ♦ Bill ♦ Poster,

City Population, 18,000. Jefferson Co. Population, 85,000.

Special attention given to distributing all advertising matter. All work guaranteed.  
Estimates furnished on advertising throughout the State.

REFERENCES:—Bank of Pine Bluff; Merchants and Planters Bank.

"WE STICK UP FOR ALL."

**SAN DIEGO BILL POSTING CO.**

FRED. F. STUTTZ, Manager. SAN DIEGO, CALIF.



I'M doing a little bill posting occasionally. I have a few boards and a **DEAD** wall or two that are right in town and have been **STUCK** full of paper. If I can work the rabbit's foot **ON YOU** maybe we can do some business. Write me. Yours Poster-arily,  
C. E. GROSS, Boonville, M.

**E. S. CARPENTER,**  
MANAGER OF MUSIC HALL

City Bill Poster and General Distributor

WORK WELL DONE OR NO PAY.

Danielson, Windham County, Conn.

**G. RUNEY & SON,**

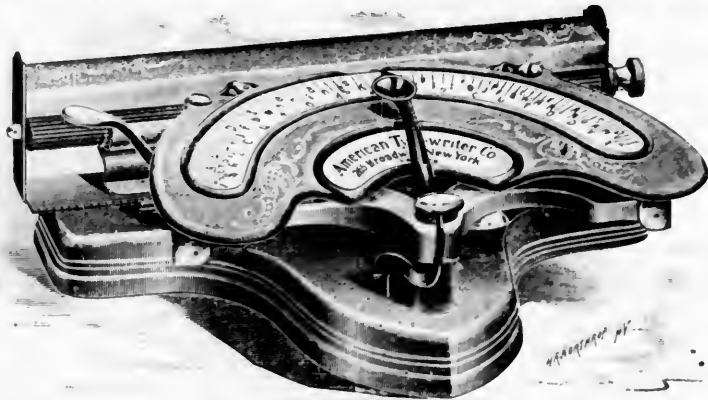
WAUKEGAN, ILLINOIS.



**Bill Posters AND Distributors,**

Circuit, 18 Towns.—Population, 35,000. 36,000 Square Feet Billboards. 5,000 Stock Letters always on hand.  
WE USE THE DONALDSON GUIDE.

Have you seen the New Model No. 2 —  
Improved American Typewriter? **\$8**



Contains New Ideas and Improved Construction developed in the manufacture and use of thousands of the No. 1. It is a marvelous combination of simplicity and capability, being rapid, durable, portable, and serviceable. Writes in sight; uses no ribbon, but prints direct from the type which, combined with the perfect alignment, gives results unexcelled by any; handsomely enameled and nickel-plated; every machine is guaranteed.

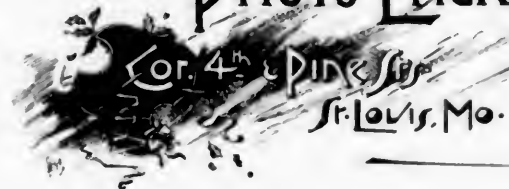
Our Third Year and No Competitor. Send for catalogue and letter written with it.

**AMERICAN TYPEWRITER COMPANY**  
CITY HALL SQUARE, NEW YORK.

LACONIA, N. H.  
POPULATION 15,000.

**J. F. HARRIMAN,**  
CITY BILL POSTER & DISTRIBUTOR  
Space 3,000 Sheets All Work Guaranteed.

ST. LOUIS —  
**PHOTO-ENGRAVING CO**



SEND FOR SAMPLES.

**WALKER & CO.** H. W. Walker Manager. **Detroit, Mich.**

OFFICE, 53 ROWLAND STREET.

Bill Posters and General Advertisers,

Place Us on Your List, and be in line

Members Associated Bill Posters' Association, and Michigan State Association.



# SURE AS DEATH AND TAXES

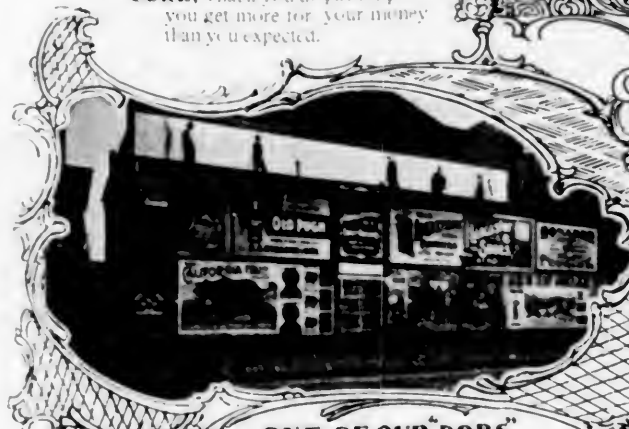
WHEN YOU USE THE BILLBOARDS IN LEXINGTON,

SURE, That it's the best town in the State.  
 SURE, That the people have money to spend.  
 SURE, That every sheet of paper you send to RAMSEY & CO. will be posted in good locations, on good boards, with good paste, and not too many in a place.  
 SURE, That it will not be covered with other paper until time is up.  
 SURE, That if you don't pay the price you don't post.  
 SURE, That if you do pay the price you get more for your money than you expected.



This is Ramsey

**RAMSEY & CO**  
 LICENSED UP-TO-DATE  
**BILL POSTERS**  
 DISTRIBUTORS  
 GENERAL OUTDOOR ADVERTISERS.



ONE OF OUR "DOBS"

OUR ART BULLETINS UNEXCELLED. 30 CENTS A FOOT A MONTH.

137 E. MAIN, NEXT DOOR TO POST OFFICE

The Price: 7 Cents 30 Days.

*Jno. L. Whelan,*

Chicago Representative of The Donaldson Litho. Co.

Communications to 3215 Prairie Avenue.



**J. GARLICK,**

City Bill Poster and Distributor.

NEW ORLEANS, LA.

Branches:

- Brocton,
- Woburn,
- Winchester,
- Hyde Park,
- Plymouth,
- Weymouth,
- Nantasket.

BOSTON

Phone 3833

PROVIDENCE

Phone 750.

**BILL POSTING CO.**

**OLD COLONY THEATRICAL AND COMMERCIAL ADVERTISERS.**

Newell D. Atwood, Gen. Manager, 27 School St. Boston.

Charles C. Ames, Asst. Manager, 174 Weybosset St. Providence, R.I.

Distributors of Merchandise, Samples, Booklets, etc. Throughout the New England States.

Send for Our Prices.



## Once Again Filling Orders.



For a short time we have been entirely out of two sizes of the IMPROVED BROWER QUOIN, but we believe that from now on we shall surely be able to keep up with all demands upon us. So send in your orders, please. Large size, only \$1.75; medium size, only \$1.50; and small size, only \$1.40. Steel keys, 50 cts. each.

Every printer, who has any other standard quoin, should write for our circular, in which we tell how he may substitute the Improved Brower at nominal expense.

Those who know, say that the Brower Quoin is way ahead the best thing of its kind ever brought out. Have you seen the circular we issue, describing it? Don't let your neighbor get ahead of you in this. It is no trouble now to have absolute register in color work.

We also make many other articles needed by printers. Our goods are all high grade, and our prices, unprecedentedly low.

**UNION QUOIN CO., 358 Dearborn St., CHICAGO.**

### READING Bill Posting Co. Reading, Pa.

All kinds of posting and distributing done promptly. Satisfaction guaranteed or no pay. Locations the best in the city. Office at the Academy of Music.

JOHN D. MISHLER, Manager.

### STEVENSON & SOLOMON, CITY BILL POSTERS

JACKSON, MICH.  
DISTRIBUTING A SPECIALTY.

CLAYON E. DOUB,  
320 N. Mulberry St. HAGERSTOWN, MD.  
Distributor and Sampler.

REFERENCES FURNISHED

### Bay City, Mich. Bill Posting Co.

Distributing Promptly  
Attended to. . . .

C. J. Bloomfield.

### G. RUNEY & SON, Distributers & Bill Posters



**LIVE AND LET LIVE.**

"Advertising is the key note to success." BILLBOARD ADVERTISING.

REFERENCES—Bradstreet, Dun  
and Security Saving Bank

CIRCUIT  
18 TOWNS

WAUKEGAN, ILL.

### PADUCAH, KY.

Population  
22,000.

All Boards made of tongued and grooved lumber, perfectly tight.

ADDRESS,

FLETCHER TERRELL, Mgr. City Bill Posting & Distributing Co.

### Willkes-Barre Bill Posting Company,

M. H. BURGUNDER, MANAGER.

### City Bill Posters and Distributors.

We do Bill Posting, Distributing and Card Tacking.

Out-Door Advertising of All Kinds.

7 W. Market St. WILKES BARRE, PA.

### HENRY C. WILMOT City Bill Poster & Distributor.

Work Done Promptly and Satisfactorily  
33 N. MAIN STREET

ANN ARBOR, MICH

LIMA, O. Dec. 1.

Lima is full of Billboards.  
Our paste is full of glue.  
Don't wait, but give us a call,  
And see for yourself,  
At the end of thirty days,  
If what we say is not true to  
the day.

W. E. & B. Tirrell  
BILL POSTERS and  
DISTRIBUTORS.

HOLLAND, MICH. POP. 8,000

J. Van den Berg,  
CITY BILL POSTER,  
DISTRIBUTOR AND CARD TACKING.

### C. FRANK TROTT ABOUT ADVERTISING.

I Post Bills, Distribute Circulars and Samples,  
Tack up Cards and Signs, and do General Ad-  
vertising. Prices and work guaranteed.

C. FRANK TROTT,  
City Bill Poster,  
Junction City, Kansas.

Population 5,000 3 miles from Fort Riley,  
3,000 men stationed.

TO  THE

**3d Annual Convention**

**Protective League of American Showmen**

— AT —

**CINCINNATI,**

January 7, 8 and 9, '95.

---

**Solid Vestibuled Trains.**



— CINCINNATI —

INDIANAPOLIS CHICAGO DAYTON TOLEDO DETROIT

TO  THE

**Special & Convention**

**International Association of Distributors,**

— AT —

**CINCINNATI,**

January 8 and 9, '96.

---

**Superb Dining, Parlor and Sleeping Car Service.**

For particular information as to rates, schedules, and through car service, call on or write,  
 J. S. LEAHY, Gen'l Trav. Pass. Agt.  
 CHICAGO, ILL.

GEO. W. HAYLER, Dist. Pass. Agt.  
 INDIANAPOLIS, IND.

JOHN BASTABLE, Dist. Pass. Agt.  
 TOLEDO, OHIO

D. B. TRACY, Nor. Pass. Agt.  
 DETROIT, MICH.

**D. C. EDWARDS, General Passenger Agent, CINCINNATI, O.**



## Your Bill

will run into the enormous sum of a dollar if you permit yourself to indulge in an annual subscription to AMERICAN HOMES, the only magazine in the world which tells you how to

**Plan, Build or Beautify** your home in the best manner and at least cost

Advertisers pay bills cheerfully because their ads in AMERICAN HOMES pay them.

Let us figure on your bill for advertising in 1906

AMERICAN HOMES PUB. CO., Knoxville, Tenn.

ONE COPY ONE DIME



## H. H. TYNER & CO.

City Bill Posters and Distributors.

# SPRINGFIELD, O.

Twenty-Five Years' Experience.

## Population 50,000.

## Engraving Blocks. Basswood and Cherry.

Also, Type Stock for Small Letters.

A Large Stock of these goods always on hand. Can furnish all orders Promptly. Highest Grades and Lowest Prices.

EDWARD T. HEVERIN.

CHARLES T. HEVERIN.

## E. T. HEVERIN & BRO.

LICENSED

# CITY BILL POSTERS

COMMERCIAL ADVERTISERS.

LOUISVILLE, KY.

**“That's What They All Say.”**

That Barney and Ike will always give you a square deal. They are

## The Southern Bill Posting Co.

LICENSED

City Bill Posters, Distributors, Card, Sign and General Railroad and Commercial Advertisers.

Best Billboards in the South Special Men for Distributing.

**KNOXVILLE, TENN.**

POPULATION, 45,000.

E. C. BARNES, Manager. IKE N. DOUGLAS, Sec'y and Treas.

**STAUNTON, VA., Pop. 12,000**

**WM. CLENN,**

**Bill Poster and Distributor.**

All work promptly and satisfactorily done

**L. A. DANIELS,**

**Bill Poster & Distributor,**

**SANTA CRUZ, CALIFORNIA.**

**THE CAPITAL**

**Ottawa, Canada. Pop. 50,000**

**ALEX. JACQUES**

**Bill Poster and Distributor.**

Also contracts to supply circuses with rigs, feed, etc. Own all the billboards.

**J. H. BELTZ & SON** SCRANTON, Pa.

Blackwelder Co. Pa.

**654 DEACON STREET,**

**GENERAL • ADVERTISING.**

Distributors, Signs nailed up. Territory Scranton and Luzern Co. Charter members of I. A. of Distributors of N. A.

THE NEW YORK  
**Dramatic News**

LEANDER RICHARDSON, EDITOR  
 FREDERICK M. McCLOY, BUSINESS MANAGER.

The Leading American Amusement Newspaper.

Published every Tuesday in the Year at 1364 Broadway, New York.

Its Circulation extends to all parts of the World.

It has regular Correspondents in every City and Town.

IT IS PRE-EMINENTLY The Organ of the Circus Business in the United States.

And has a wider circulation in that branch of the profession THAN ALL OTHER AMUSEMENT PAPERS IN AMERICA COMBINED.

All Artists must use THE DRAMATIC NEWS to reach all the Managers in the World.

All Managers must use THE DRAMATIC NEWS to reach all the Artists in the World.

It is the only one paper in the world that reaches everybody in the business.

For Advertising and Subscription Rates address

THE DRAMATIC NEWS,  
 1364 Broadway, New York.

**Everybody Vote.**

Which Advertisement in this issue of Billboard Advertising is the best?

BILLBOARD ADVERTISING wants an expression of opinion from each and every one of its 20,000 readers. It wants to know which advertisement in this issue they regard as the best. Fill out this coupon

The Best Advertisement in the Christmas Number of Billboard Advertising is that of

.....

Signed .....

St. No. ....

City.....State.....

and mail it, in a sealed envelope, addressed to the

VOTING CONTEST EDITOR,  
 BILLBOARD ADVERTISING,  
 CINCINNATI, O.

The first one hundred persons sending us a vote will receive a year's subscription free of charge.

The object of this voting contest is to decide whom are entitled to the following prizes, viz:

- 1st. The person or firm whose advertisement receives the largest number of votes will be presented with a handsome gold medal, suitably inscribed, and we will run the advertisement or any other advertisement occupying the same amount of space, twelve months free of charge.
- 2nd. The person or firm whose advertisement receives the second largest number of votes will be presented with a silver medal, appropriately inscribed, and the amount of space occupied by his advertisement nine months free of charge.
- 3rd. The third advertisement will entitle

its sender to fifteen dollars in gold and the amount of space it occupies for six months.

4th. The fourth best advertisement will entitle its sender to ten dollars in gold and the amount of space occupied for four months.

5th. The fifth best advertisement will entitle its sender to five dollars in gold and the amount of space occupied for three months.

6th. The advertisement ranking sixth in the contest will entitle its sender to the same amount of space for two months free of charge.

We will also pay liberally for a few articles of a critical nature dealing with the comparative worth of the various advertisements in this issue.

**The Latest Advertising Novelty.**

Send Two Cent Stamp for Sample.

**Aladdin's Magic Pocket Book.**

The best and cheapest novelty out. Can be used to advertise any business. A fine Souvenir for the Holidays. We are headquarters for all the Latest Novelties, Calendars, Thermometers, Small Chromo Cards, Puzzles, etc., etc.

**The Advertising Novelty Co.**

32-34-36 E. 3rd St., (CINCINNATI, O.)

**Theo. Osterman,**

Manager, and Distributor of all kinds of Distributing. All work promptly done. References upon application.

Theo. Osterman, Belleville, Ills.

**\$10 A DAY**

—We wish to employ a few bright MEN and WOMEN with a little enterprise to sell Climax Dish Washers, \$10 a Day for the right parties. One agent cleared \$20 every day for six months. Permanent position in town, city or country. A good chance. Address, CLIMAX MFG. CO., COLUMBUS, O.

DESCRIPTIVE.	FICTORIAL.
Low Prices	Original Designs.
PINE BLOCK	ENGRAVING
Good Work.	Quick Work.
<b>Cincinnati Engraving Company.</b> 519 Barr Street, Cincinnati, O	

**Date Book?**

You want one. Can't get along without it. Fits in Vest Pocket.

Seasons 1895, 1896, 1897.

Cloth Bound, - 14c. ) Send  
 Leather Bound, 22c. ) Stamps.

**Posters?**

We have designs appropriate for any business.

Write for Samples.

We print anything, from a Dodger to a 32 sheet Stand.

**Hennegan & Co. Cincinnati, O.** 127 East Eighth St.

**ROLEY, at Pana, Ills.**

Distributes, and owns all Bill Boards in the city. (500 Lineal Feet) 7,000 pop. Good locations; sizes from a 24 sheet to 100. 4c per sheet, 30 days. Director I. S.B.P.P.A. Manager New Grand Opera House. Sec'y, Pana Fair Association.

To test the value of this Space, we will print 100,000 Hand Bills, 6x9 inches, for \$25  
 1,000 Cards, 2 1/4 x 4 inches, for \$25  
 1,000 each of Cards, Bill and Note Heads, Dodgers and Envelopes, for a 5 \$ Bill.

**RAWLINGS, (Prints Anything.)**  
 2931 State Street. CHICAGO.  
 Send this "ad" and check with order.



**POST NO BILLS**

**THE  
O.J. Gude Co**

**OUT DOOR  
ADVERTISING**

New York.

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

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

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

[DESIGN BY COURTESY OF JAMES PYLE & SONS—PEARLINE]

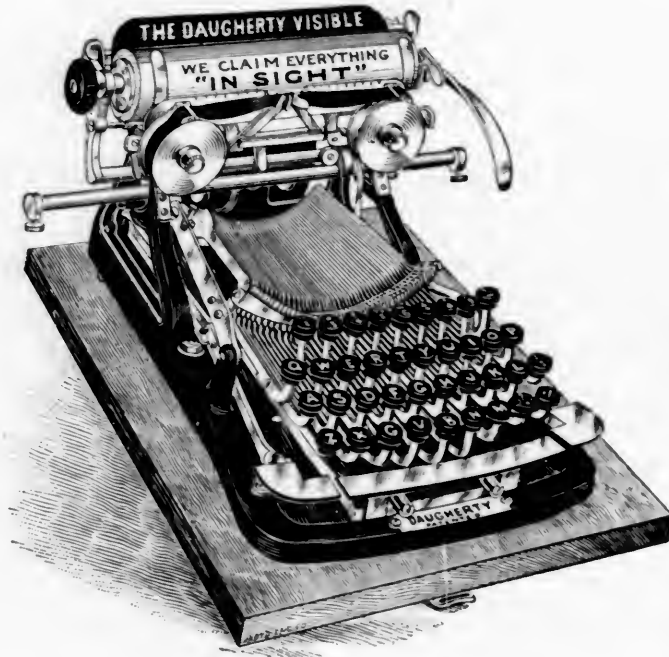
**"I'll stick this up anyway  
It's for the good of the  
Cause."**

THE

# Daugherty Visible Typewriter.

KITTANNING, PA. PRICE, \$75.00.

EVERY LETTER on page absolutely in plain sight.



Rapid.

Durable.

Simple.

Saves You Money.

• • •

Does Easier

Your Faster

Work Better

Highest Award for Merit at Atlanta Exposition.

MACHINE SENT ON TRIAL. SEND REFERENCE WITH ORDER.

"The ten Daugherty Typewriters in use in our editorial rooms have given perfect satisfaction. We consider the 'Daugherty' as good in general work as the 'Remington,' 'Smith-Premier' or 'Caligraph,' each of which machines have been used in our office, and in preparing original manuscript for the Linotype machines the 'Daugherty' is superior to all others."

PRESS PUBLISHING CO..

CHAS. W. HOUSTON, Bus. Manager, Pittsburg, Pa.

—:o:—

"I have been using one of your Daugherty Visible machines for the past eight months and can certify to its splendid work."

H. E. HARMON,

Editor Southern Tobacco Journal, Winston, N. C.

—:o:—

"The six Daughertys have given us good satisfaction; in constant use over a year, doing all kinds of office work and in our editorial rooms."

IND'PLS NEWS Co., Ind.,  
W. J. RICHARDS, Manager.

Chicago, Ill., May 13th, 1895.

LAW DEPARTMENT,

Pennsylvania Lines West of Pittsburg.

"After a two months' trial, we find the Daugherty typewriters so satisfactory that we have exchanged our last Remington for another Daugherty. I am very willing to have you use our names if you like."

E. J. LOESCH.

—:o:—

"I have used the Daugherty typewriter for eleven months and find that it wears eminently satisfactory. The machine is well made, works well and does not get out of order easily. For one who writes some of his own letters or who composes for the press, the Daugherty is an ideal machine."

PROF. W. J. GREEN,

Ohio State College, Wooster, O.

—:o:—

"The Daugherty purchased last September has been in almost constant use and has given the very best of satisfaction."

E. S. HOLLOWAY, Columbiana, O.



# BIG FOUR ROUTE



TO

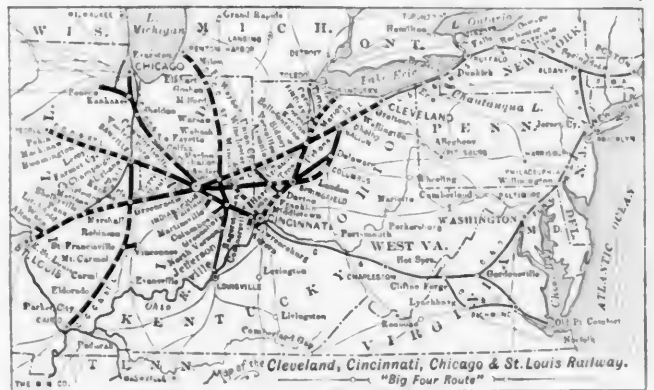
Showmen's, Bill Poster's and Distributors' Conventions,

## Cincinnati, January 7, 8 and 9, 1896.

BEST LINE FROM

St. Louis, Peoria, Chicago, Indianapolis, Columbus, Cleveland, Buffalo,  
New York and Boston.

Magnificent Vestibuled Trains, Wagner Buffet Sleeping Cars, Private  
Compartment Sleeping Cars, Buffet Parlor Cars,  
and Dining Cars.



M. E. INGALLS,  
President.

E. O. McCORMICK,  
Passenger Traffic Manager.

D. B. MARTIN,  
General Passenger and Ticket Agent



**We  
Employ  
Young  
Men**

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

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

**ACME CYCLE COMPANY,  
ELKHART, IND.**

Ft. Worth, Tex., Oct. 10, 1895.

Acme Cycle Co., Elkhart, Ind.

DEAR SIRS - My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel.

Yours truly,  
C. H. CHEATHAM.

Alliance, Ohio, Oct. 12, 1895.

Acme Cycle Co., Elkhart, Ind.

DEAR SIRS - Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.

Yours truly,  
SETH BARTON.

**WE HAVE NO AGENTS**

but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfied. Two styles of Carriages, 90 styles of Harnesses. Send 4 cts. for 112 page catalogue. ELKHART CARRIAGE AND HARNESS MFG. CO., ELKHART, IND.



No. 7184 838.

W. R. Pratt, No. 7, Elkhart, Ind.



## TEXAS ADVERTISING COMPANY

GENERAL REPRESENTATIVE

### Billboard Display Advertising.

General Distributing and  
Exclusive Street Car Privileges.

**SAN ANTONIO, TEX.**

P. O. Box 686.

# Facts!

I Write "Catchy" & Fetching Ads.

12 Years' Practical Experience All Lines.

PEOPLE READ My Booklets, Etc.

Ads. One Dollar up, (Display Proof Free)  
Money back if you want

Merchants in cities under 50,000, publish "your own" PAPER, 25,000 copies, about \$5.00 per mo.) MY PRACTICAL PLAN costs \$5.00 - is worth to you perhaps THOUSANDS, "UNIQUE" NEW PLAN AND JUDICIOUS CIRCULATION.

**WILL J. PATTERSON, 125 1/2 W. 3rd, LOS ANGELES, CAL.**

USE . . .

**LEONARD'S**

**\$2.50**

Posting Brush.

8 inch wide.

6 inch Bristle.

When you write, mention *Billboard Advertising*.

ESTABLISHED 1860.

## GEORGE M. LEONARD,

Bill Posting,  
Distributing and  
Advertising Signs,

Population 100,000.

Grand Rapids, Mich.

REMEMBER  
**CHAS. J. VOGEL,**

MANAGER CITY OPERA HOUSE.

-AND-

**CITY BILL POSTER**

STILL OWNS

**STEBENVILLE, OHIO.**

**HOWARD H. PECK**

Red Cloud, Webster Co., Neb.

Circular, Pamphlet and General Advertising Distributor. Surrounding counties.

**John Kuhn & Son,**

City Bill Posters

And Distributors,

Controlling All the Boards in the City of  
**HAMILTON, OHIO.**

**GEO. MILLER BROS. JOS.**

Licensed Bill Posters

And Distributors.

**COLUMBUS, OHIO**

1,000,000 Feet for Commercial Advertisers only

All kinds of Advertising Matter distributed, signs tacked up.

Contracts Solicited. All Work Guaranteed

**WM. M. MELOY, Box 49, Carlisle, Pa.**

Member of I. A. of Distributors

When you write, mention *Billboard Advertising*.

## Classified Advertisements.

## BILL POSTERS' DIRECTORY.

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

Tucson, Arizona, 2,000 ft. of boards  
WM. REID, Box, 148. d12

Luverne Advertising Agency,  
Dana M. Baer, mgr. Lock Box, 480, Luverne Minn. d1

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

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

A. C. H. Mesler, City Bill Poster and Distributor, Port Jervis N. Y.

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

Perth Amboy, N. J., Pop. 13,000  
Geo. Searles, City Bill Poster and Distributor.

Waverly, N. Y., Sayre, Pa.,  
Population 10,000. Address, Murdock, & Co., Waverly, N. Y.

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

Grand Junction, Col. Pop. 4,000,  
Bill Posting, Distributing, Tackling, etc. Circulars mailed, or list of names of residents of Mead County furnished, best of reference. Edwin A. Haskell.

Leonia, N. J.  
M. L. Delhay Bill Poster and Distributor  
3,000 feet of boards.

Laconia, N. H., pop. 15,000,  
Folsom Opera House, Driving Park and Snow Grounds, J. F. Harriman, Manager, owns all boards in city and suburbs.

Fort Scott, Kas. Pop. 14,000,  
Harry C. Erlich, City Bill Poster, Lithographer and Programmer. Cards tacked up and samples distributed.  
PUT FORT SCOTT, KANSAS, ON YOUR LIST

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

Boonville, N. Y. Wm. Comstock,  
City Bill Poster,  
Owns and controls all boards.

Moline, Ill. F. W. Stuhl & Co.  
Bill Posters and Advertising Agents.

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

Pasadena, Cal. City Bill Posting  
Co. D. Coyle, Mgr. Geo. P. McClain, Prop

Indianapolis, Ind., Pop. 105,436,  
Indianapolis Bill Posting Company, 63 N. Pennsylvania Street.

Los Angeles, Cal. Pop. 85,000.  
City Bill Posting Co., 254 S. Main street.  
Geo. P. McClain, Prop. F. E. Holslander, Mgr

Waukesha, Wis., pop. 9,000,  
All boards owned and controlled by Cad. F. Mevins, 638 Mason street

Washington, Ind. has a population of 10,000 Write Horral Bros about posting

Pana, Ills. Pop. 7,000.  
LOU ROLEY, Bill Poster, controls all the ma boards. 540 ft. of desirable locations

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

James E. Henry & Son,  
Up-to-date Bill Posters and Distributors Detroit, Mich. Established 1865

Carbondale, Pa.  
Carbondale City Bill Posting and Distributing Co. J. O'Hearn, Manager

Prairie City, Iowa,  
Write to W. S. Parker, City Bill Poster and Distributor

J. E. Williams, Oshkosh, Wis.,  
City Bill Poster and Distributor. Reliable and definite service. Population 32,826. Own all boards in the city, 30,000 square feet "I have troubles of my own; don't—" etc. When you write, mention *Billboard Advertising*.

## Classified Advertisements

## BILL POSTERS' DIRECTORY.

Logan, Utah, Population 6,000 d1  
Will Crockett, Bill Poster and Distributor

Minter, Ala., B. F. Evans,  
Circular Distributor and Bill Poster, waits your work. d1

Larned, Kansas, W. Roddy  
City Bill Poster and Distributor. d1

Boone, Iowa, Population 9,000 d6  
J. J. Kirby, City Bill Poster and Distributor

Gloucester, Mass., J. H. Procter,  
Bill Poster and Distributor. Population with surrounding towns 45,000. Orders promptly executed. P. O. Box 731. d3

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

Waukegan, Ill.  
G. Runey & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000. n6

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

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

Bowling Green, Ky., Pop. 10,000.  
All Desirable Boards controlled by J. M. Robertson, manager Opera House.

Display Advertising. TO RENT.  
1000 spaces on bill boards for painted signs, each 150 square feet. Located in New England towns and cities. Location of boards guaranteed first-class.  
O. S. KIEPPI, Bill Posting and Painted Sign Board Advertising  
447 Main street, Fitchburg, Mass

San Antonio, Texas, Pop. 40,000.  
Texas Advertising Co., City Bill Posters and Distributors. Office, Alamo Plaza, Weckes Bldg. P. O. Box 686.  
Signs painted and tacked up.

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

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

Wilmington, Del., pop. 70,132,  
Geo. W. Jackson, City Bill Poster and Distributor, 907 Orange street

Laurence, Kas. Pop. 15,000,  
A. M. Poff, City Bill Poster and Distributor

Meridian, Miss. Pop. 15,000,  
L. D. Hoffer, City Bill Poster & Distributor

Northfield, Minn. Pop. 4,000.  
H. U. Ensign, Bill Poster and Distributor  
Board capacity, 800 sheets

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

Greenville, Miss.,  
For Bill Posting and Distributing, address, L. Hexter, manager Opera House.

St. Charles, Mo. Pop. 10,000,  
City Bill Posting Co., own and control all bill boards, also do Distributing, Tackling, etc.; circulars mailed, or list of names of residents of St. Charles City and County furnished. Best of reference.  
J. N. Mittleberger, Manager. o6

Lexington, Ky.  
Ramsey & Co., Licensed Bill Posters and Distributors. White men do our distributing. Circulars \$1.50 per 1000, one in each house; if books, \$2 to \$3 per 1000. Samples according to size. Satisfaction guaranteed

Wallace, Idaho,  
Coeur d'Alene Mines. J. C. Campbell, Bill Poster and Distributor. References. s6

Palatka, Fla. n6  
W. S. Nugent, Bill Poster and Distributor

Woodland, Cal.  
Dietz and Glendennug, Bill Posters. 6no

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

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

Bill Posters,  
Put out holiday souvenir Costs \$1; makes \$50 Plan 10c. Circular free. THE ADAGE, Boston, Mass.

When you write, mention *Billboard Advertising*.

## Classified Advertisements

## DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list.

No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

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

New Orleans, La.  
Southern Advertising Distributing Bureau 408 Carondelet St. General Distributors. Honest work. d1

Easton, Md.  
The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John H. Thompson, Manager. Box 118. d6

Pittsburgh, Pa.  
The "Twin Cities" Distributing Agency, advertising matter of all kinds carefully and promptly distributed in "Greater Pittsburgh." Population 600,000. Rates, etc., on application. Office 6 Sixth St., Pittsburgh, Pa. Branch, Allegheny Pa., J. T. Hudson, Manager. d1

Millersburg, Dauphin Co. Pa.  
Roscoe C. Hinkle, Distributor, \$2 per m. d3

Milford, Mass.  
Edwin K. Negus, Distributor.

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

Barracks 16, Nat. Military Home,  
Circulars, samples and all kinds of advertising matter distributed in Montgomery County, O. Population 100,832, at from \$2 to \$5 per 1000. Honest work. Write for terms. Mem. Nat. Dis. Ass'n of Am. E. D. Marchael, Montgomery County, O. d1

North Cramer Hill, N. J.  
John J. Tischner, distributes circulars, etc. and tacks signs. Reference furnished d1

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

Detroit, Mich., Harry P. Merkle,  
Reliable Distributor and Sign Tacker, 21 W. Elizabeth Street. d3

Fredonia, N. Y.  
John H. Case, Distributor. Box 1097. d6

Portage, Wis.  
W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs tacked. n6

Richmond Hill, L. I.  
Circulars distributed honestly in Queens County by L. Baugert. n6

Boston, Mass. 1500 Washington St.  
Win. E. Prescott, Distributor of advertising matter. Advertisers write at once. n6

Rochester, N. Y.  
If you have advertising matter which you wish to send out, notify us and we will send you prices. Highest results. J. E. Stroyer Co., 114 Weld street. n2

Valparaiso, Indiana,  
Distributing in Porter Co, J. H. McGill

Matawan, Monmouth Co., N. J.  
Lloyd's Distributing Agency, Box 67

St. Charles, Mo.,  
B. F. Bruns & Co., Advertising Distributors

Hackettstown, N. J.,  
C. A. McLean, Distributor, signs tacked

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

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

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

Seranton, Lackawanna Co., Pa.  
John H. Beltz & Sons, General Advertising Agents. Write to us, 64 Deacon street

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

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

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

## Classified Advertisements

## DISTRIBUTERS' DIRECTORY.

Cincinnati, O.  
Distributing. Reliable, prompt. Reference Population 350,000. Address, W. H. Steinhilber, 313 Vine, Cincinnati

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

Washington, D. C.  
D. J. Lefebvre, 730 9th Street, N. E. Distributors of advertising matter. Write us.

Boston, Mass. Pop. 600,000.  
J. F. McWhirk, General Adv. Distributor

Manchester, N. H.,  
J. H. Lefebvre. All kinds of Advertising Matter Distributed. P. O. Box 483.

Louisville, Ky. R. Taylor,  
General Distributor. First class service, 512 Second St.

Advertising of all kinds handled with care, signs tacked, rates low, reference The Linking List & Mailing Agency, 11 1/2 South Side Square, Newark, Ohio.

Cumberland, Ind. Chas. Caylor  
Distributing matter in Marion and adjoining Counties

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

Cincinnati, O. H. E. Melsner  
Distributing, sign tacking South & Depot

## EXPERT AD. WRITERS.

Ads that will make your business Grow." Chas. A. Woolfolk, 446 Main St. Louisville, Ky.

Advertisement Writer.  
J. H. SUBERS, 4 New Chambers St. N. Y.

Five neat ads for your business for \$2. Send stamp for booklet. H. Frank Winchester, 162 Ashford St. Brooklyn, N. Y. o3

ADVERTISERS! ADV. MANAGERS!  
We Want Your Attention.

Don't You Want a Good Reliable Man to Distribute Your Advertising Matter in New Hampshire. Prices from \$1.50 to \$3.00 per thousand. Consistent with honest work.

Circulars Mailed. Reference Furnished.  
**DONAT J. LEFEBVRE,**  
P. O. Box 483. MANCHESTER, N. H.

ADVERTISING CIRCULATORS WANTED.  
We have no paper for you to advertise in. No fake association for you to join. No list of worthless names for you to buy, but DO want you to circulate advertising. For full particulars, etc., send reference and stamps.  
Maine Med. Co., B. & A. N. Windham, Me.

WORCESTER, Mass., Pop. 281,000  
Signs tacked up. Circulars, etc. Distributed.

M. W. Corbett, Westminster,  
Member of I. A. of Distributors, of N. A.

## SHOW BILL DATING OUTFITS

RUBBER TYPE, Etc. Catalogue Free.  
E. TAYLOR & CO., Cleveland, O.

**B. F. BRUNS & CO.**  
Circulars Distributors & Bill Posters  
105 N. Main St., ST. CHARLES, MO.

"The Advertiser's Trade Journal of New England."

## PROFITABLE ADVERTISING.

Filled with valuable ideas and suggestions for Advertisers and Bill Posters. Worth hundreds of dollars to many advertisers. Issued now under new management. Handsome new cover design for December, printed in colors. December issue FREE to every subscriber who remits One Dollar before Jan. 1st. Address,

KATE E. GRISWOLD, Pub'r,  
13 School St., Boston, Mass.  
When you write, mention *Billboard Advertising*.



ESTABLISHED 1879.

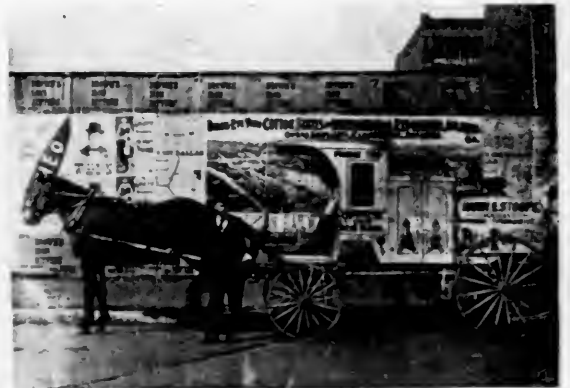
HARRY E. STOOPS, Manager.

POPULATION, 50,000.

# The Stoops Bill Posting and Advertising Co.

OWNING THE FINEST LINE OF  
BOARDS IN THE SOUTH.

CONTROLLING ALL THE  
DEAD WALLS IN THE CITY.



## CHATTANOOGA, TENN.



PUT CHATTANOOGA ON YOUR LIST.

# DONNELLY BOSTON'S BILL POSTER

INVITES ADVERTISERS' ATTENTION

To HIS  
\$25,000<sup>00</sup> INVESTMENT  
IN  
ONE BILLBOARD BULLETIN

Donnelly, Bill Poster, of Boston, says "Advertise my way—on the Subway—where it must be seen every day." Donnelly Advertising, 6 Tamworth St.—This Donnelly sign has this design "If you read mine the public will read thine." Donnelly Advertising, 6 Tamworth St.—What shall I do to be forever known, and make the age to come my own? Advertise and Advertise with Donnelly. There never was a better bargain given than Donnelly's Advertising has given. Donnelly surprises other advertisers with the enterprise he exercises. Donnelly, Advertiser for Greater Boston, 6 Tamworth St.—The mind to conceive, the understanding to direct, and the facilities to execute. Donnelly Entertaining Advertising. Donnelly is flattered by imitators. Go to our office, one block away, and buy an advertising space on the Subway. Donnelly Gets Your Name Up.—All wide-awake men of to-day, try advertising Donnelly's way. As good to be out of the world as out of the fashion. Advertise My Way, Donnelly. Permanently maintained displays give definite advertising value. Donnelly.—All people see what is prominently in sight. Forget me not. Donnelly Advertising.—Donnelly Subway Advertising controlled exclusively by Donnelly, 6 Tamworth St. Advertise where it must be seen every day. Donnelly Subway Advertising.—Yours on a prominent thoroughfare. Donnelly.—Donnelly Advertising is the best medium. Donnelly's new advertisements emphasize its value.—Donnelly's Advertising is easily read.—Advertise Donnelly's Way.—Donnelly's Advertising Compound, Bill Posting, Distributing and Advertising Signs. Donnelly takes his own medicine.—Donnelly is a business bringer. Advertise Donnelly's way.—Donnelly's thoroughly demonstrated, successful out-door advertising. Advertise my way. Donnelly.—Donnelly's countless winding advertising space in all sections. Advertise my way. Donnelly.—Donnelly Advertising enlightens the people. Returns are rapid. Advertise Donnelly's way.—Fifteen miles of advertising space for sale by Donnelly.—Donnelly's practical and picturesque printing, posting and painting, is placed in all prominent places. Send for Donnelly.—Advertise where it must be seen every day. Donnelly's Subway Advertising.—Donnelly's advertising privileges are exclusive and cannot be duplicated. Advertise Donnelly's way.—Donnelly's repeated advertising in all prominent places, reaches the people. Advertise my way. Donnelly.—Donnelly makes prosperity in business. Donnelly's practical advertising pays.—Donnelly invests capital and experience for your business. Advertise my way. Donnelly.—Donnelly originates and produces special facilities for advertising your business. Donnelly, 6 Tamworth St.—Donnelly adopts novel and effectual means of advertising.—Try Donnelly's "continual reminder" Advertising, Office, 6 Tamworth St., Boston.—Donnelly's Advertising forces prosperous business. Advertise my way. Donnelly.—Donnelly gets your name up on all prominent thoroughfares. Advertise my way. Donnelly.

Donnelly, Bill Poster of Boston, says—Donnelly Advertising is a prime factor of success in your business.—Donnelly gains and keeps customers. Advertising with Donnelly pays.—Donnelly associates your name and what you sell with the public.—Let your name up like Donnelly gets his name up.—Donnelly Rapid Transit Subway Advertising gives quick returns. Advertise my way. Donnelly.—Donnelly's Big one and a Half Mile Bulletin Board, the Biggest in the World. Advertise my way. Donnelly.—Donnelly's bright, persistent advertising is a bright, persistent partner working for the success of the business advertiser. Donnelly.—Bright business men around the Hub now advertise upon the "Sub". Donnelly's conspicuous advertising.—A dead wall is dead to all but I enlighten it and lend it color.—Donnelly, Advertiser.—Fame and fortune of giant size are made by those who advertise Donnelly's way.—Advertise with enterprise and materialize via Donnelly's methods.—Every class, this bulletin passes, young men, old men, ladies and ladies.—Hence 'tis where to catch the masses. Advertise Donnelly's way.—Men of Brain look here for gain. Advertise my way. Donnelly.—Worth sometimes may be recognized, but must at all times when advertised. Advertise Donnelly's way.—Get your name up like Donnelly gets his name up.—Donnelly's paste, paint and push, does the business.—Donnelly's repeated advertising in all prominent places reaches all the people. Advertise my way. Donnelly.—Advertise where it must be seen every day. Donnelly.—Donnelly's Rapid Transit Subway Advertising gives quick returns. Advertise with Donnelly.—Yours for good and profitable advertising. Donnelly.—Donnelly sells listed and guaranteed Bill Posting space on 1,000 Bill Boards in Boston and Suburbs. Send for Donnelly's printed list of Holdings.—Advertise my way on the subway, where it must be seen every day. Donnelly.—Yours for faithful service. Donnelly Advertiser.—Donnelly's advertisements hit the average taste and comprehension. Would I remember he if my name you could not see? Advertise my way. Send for Donnelly.—Donnelly's advertisements are like thundering guns, commanding attention at every point of entry, and in every prominent section in Boston. Donnelly's properly placed, posted and painted, powerful and permanent out-door displays. Donnelly's certain, not speculative investments in advertising.—Donnelly's advertising influence is positive. Advertise Donnelly's way.—Many happy returns via Donnelly's Advertising.—All wide-awake men of to-day, try advertising Donnelly's way. Advertise where it must be seen every day. Donnelly's Subway Advertising.—Donnelly gets your name up on all prominent thoroughfares. Advertise my way. Donnelly.—Donnelly is a business bringer. Advertise Donnelly's way.—Bright business men around the Hub now advertise upon the "Sub". Take my advice just try their plan, and thus ends will your "Sub Ad" sign. Says Donnelly Bill Poster Boston.

An opportunity made possible to advertisers, in consequence of the construction of the new Subway, which, upon completion, will do away with all surface cars in the city's center.

It is the Largest and Best Located  
Fence in the World.

1½ Miles Long

Contains 100,000 Square Feet of Lumber.

Passed by 200,000 People Daily.

IT IS SITUATED IN THE

HEART OF BOSTON

ON TWO LEADING THOROUGHFARES,

TREMONT AND BOYSTON STREETS.

FENCING IN

THE HISTORICAL

BOSTON COMMON

SPACES CAN NOW BE SECURED

DONNELLY, BILL POSTER

6 TAMWORTH ST. <sup>4925W</sup> BOSTON.

