

THE BILLBOARD

VOL. IX., No. 3.

CINCINNATI, APRIL 1, 1897.

PRICE 10 CENTS
PER YEAR, \$1.00

LICENSE.

Ever since THE BILLBOARD became the recognized organ of the bill posters of America we have had before us the question of license. We receive on an average no less than a dozen letters a month bearing upon this vexing question. Some are inquiries, others complaints, and not a few are attacks. During the month just past it has fairly rained license letters, owing to the action of the Indiana State Legislature in depriving municipalities of the power to grant license to bill posters. We have waded faithfully through this mass of correspondence, but have not found anything particularly new or original. No one has outlined any course of procedure, either useful or practical, which has not been touched upon in our columns previously. Hence, as we cannot give space to the communications, we have decided to deal with the subject editorially.

The greater portion of the bill posters of America unquestionably regard a license as protective and beneficial to their interests; and as no one particularly objects to them, save some few irresponsible advertising agents and itinerant distributors, it seems a pity that the question cannot be let alone.

Unfortunately, this may not be. It is high time that bill posters knew the truth about licenses, and to this end we have looked into the matter carefully, thoroughly and at great length. After due consideration and consultation with authorities, we have no hesitation in stating that a bill poster's license, no matter where it is granted or how it is drawn, is not worth the paper it is written on as a measure of protection to the billposter. The best that can be said is, that, in a general way, it is a fairly good "bluff."

A State or a municipality has a right to tax pursuits and callings carried on within its limits, and has the right to require licenses for carrying on those which are declared to be privileges. Therefore, the authorities have the right to license bill posters, but the Supreme Court of the United States steps in at this point and says, "Stop! License your billposters if you so desire, but don't you dare to prevent the advertiser, local or foreign, from creating a market for his wares." And there you are. The license gives the bill poster no local privileges. It does not protect him from vandals, adult or juvenile. It gives him no special police protection, and finally the Supreme Court says that it cannot and must not prevent any outside advertiser from coming in and posting his bills wherever he can obtain permission and distributing his circulars or samples in any manner he chooses.

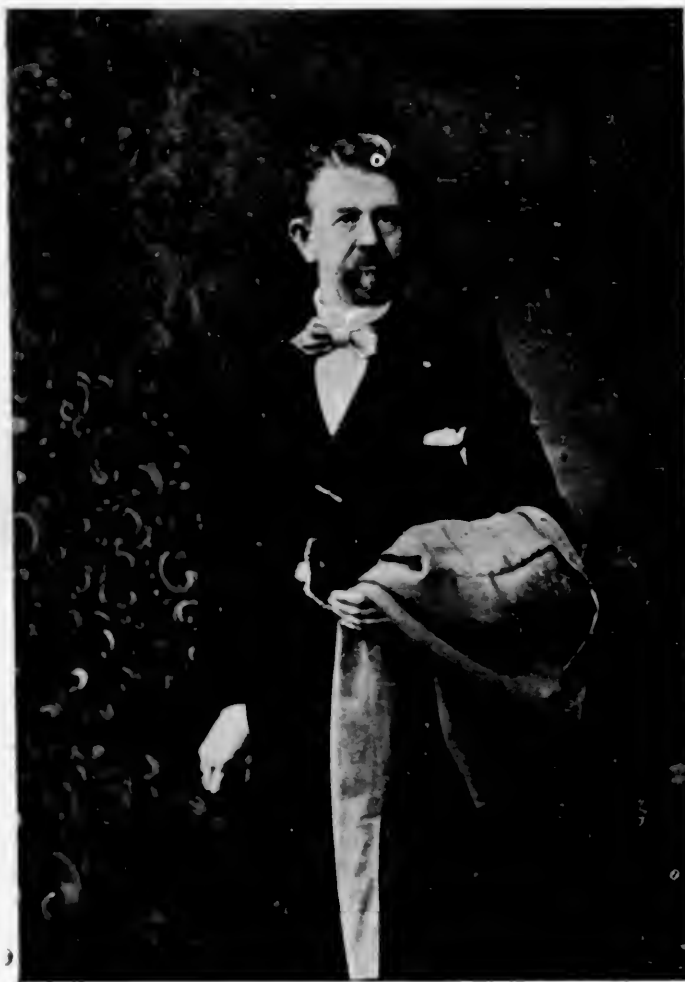
To make the matter perfectly clear, we quote briefly from Chief Justice Bradley's decision, viz.: "In the matter of interstate commerce the United States are but one country, and are and must be subject

to one system of regulations and not to a multitude of systems. * * * * In view of these fundamental principles, which are to govern our decision, we may approach the question and inquire whether it is competent for a State to levy a tax or impose any other restriction upon the citizens or inhabitants of other States for selling, or seeking to sell, their goods in such State before they are introduced therein. Do not such restrictions effect

Lack of space prevents our quoting at much length from Justice Bradley's decision. Suffice it to say that he points out clearly and forcibly that any ordinance which prevents or even restricts an advertiser from creating a market for his wares by bill posting, sign painting, sampling, card tacking, distributing or exhibiting, is in violation of the interstate commerce law, and hence unconstitutional, null and void. Now, this being the case, it is needless

Obviously, the bill poster must rise to the occasion and meet the emergency. There is but one way in which he can do it. He must provide a service and a line of boards that will prove indispensable to the advertiser. Sniping, spotting and fly posting will soon fall into disuetude. Even now they are losing favor, and the sooner they go the sooner protected service will be fully appreciated.

In the meantime, it would be well for those bill posters who have no license to resist any attempt to pass an ordinance which will create one. Those that already have them, especially those who are paying a high license, should cast about for ways and devise means to reduce them to a reasonable figure.



CAPTAIN GEORGE W. CAREY, Lebanon, O.

Sec'y Warren County Fair Association.

the very foundation of interstate trade? How is a merchant or manufacturer in one State to sell his goods in another State without in some way obtaining orders therefor? * * * * In these cases, then, what shall the merchant or manufacturer do? Must he sit still in his factory or workshop and wait for the people of those States to come to him? This would be a silly and ruinous proceeding.

"The only way, and the one which most extensively prevails, is to obtain orders from persons residing or doing business in those other States."

to observe that if an advertiser is molested by a bill poster and fights the case the bill poster is bound to lose. If the bill poster, on the other hand, makes complaint to the authorities and has the advertiser or his agent molested, the municipality will lose, and the bill poster be liable for damages for abuse of process.

Moreover, it is likely that all the other States will, one after another, follow the lead of Indiana in abolishing the power of towns and cities to grant licenses of this character. The question is, what is to be done about it?

Wisconsin Fair Managers' Association.

At the fourth annual convention of the Wisconsin Fair Managers' Association, (an association composed of the officers of the various fairs in the state,) held at Madison, the following officers were elected for the ensuing year: President, John H. True; Secretary, Arthur Babbitt. Executive Board: Geo. L. Harrington, Elkhorn; Jesse L. Sharp, Chippewa Falls; Kennedy Scott, Rio; M. F. Barteau, Appleton.

It is the purpose of this association to get figures on all attractions, and to arrange circuits. Managers of attractions suitable for county fairs, should correspond with secretary Babbitt.

A resolution was passed, fixing a uniform size for premium lists. Henceforth all premium lists of fairs held in Wisconsin will be printed on 24x36 inch paper, and trimmed when bound to 8 1/4 inches long by 5 1/2 inches wide.

The 112th anniversary meeting of the Agricultural Society of South Carolina, was held March 14th, at the Chamber of Commerce, in Charleston. The financial status of the Society was found to be in a most flourishing condition. The election of officers for 1897, resulted as follows:

President, C. A. Chisolm.

Vice Presidents, W. G. Hinson, W. G. Vardell, H. B. Horlbeck, John M. Kinloch.

Solicitor, Julian Mitchell.

Secretary and Treasurer, J. Backman Chisolm.

Executive Committee: S. G. Stoney, C. I. Walker, James M. Eason, R. C. Barkley, M. P. Pickett, C. Wulbern, E. S. Rivers, J. C. H. Claussen, J. T. Dill, John S. Horlbeck, Zimmerman Davis, P. Shuckmann, C. R. Valk, R. Y. Macbeth, E. Willis, Glenn E. Davis.

After the business meeting a delightful collation was served, which was thoroughly enjoyed by all present.

DO YOU INTEND TO ADVERTISE IN _____

**SAN FRANCISCO,
OAKLAND,
AND ALAMEDA CO.,
_____ CALIFORNIA?**

SIEBE & GREEN

OWN THE

Bill Posting and Painted Sign PLANTS.

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

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

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

.....

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

.....

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

.....

BILL POSTERS DEPARTMENT

People have little time to read posters. You have to catch their eye and drive your story home in the shortest possible space of time. Therefore, be brief, be plain.

Street car advertising is a near cousin to billboard advertising, and in many respects fully as effective. The latter, though, has much the greater circulation and, as a rule, can be had cheaper.

There is no best season in which to advertise. Advertising is the life blood of every business, and, like it, must be ever working.

Every bill poster who amounts to a fig, has a habit of doing his own thinking. He reads everything written on Advertising that he can find time to peruse, listens courteously to arguments, discussions and advice, and after all is said makes his own deductions and forms his own conclusions.

One idea, one name and one price to a poster. Nothing more. Let the idea preferably be a single, clear, tersely put, convincing fact.

Dodd's Medicine Co., of Buffalo, N. Y., want to hear from bill posters in Missouri.

H. Taiser & Co., of Boston, will advertise cigars throughout New England only.

H. B. Kirk, of H. B. Kirk & Co., Fulton St., New York, places the Old Crow whiskey business direct.

The F. A. Whitney Carriage Co., of Leominster, Mass., furnish all retailers with a supply of posters with which to advertise their baby carriages. We regret to say that they are not always posted. The retailer quite frequently is too economical to pay for the posting.

THE BILLBOARD does not necessarily agree with the sentiments or endorse the opinions of all contributed articles which it publishes. On the contrary it often gives space to opinions from which it radically dissents. It wants full, free and fair discussion of all questions, matters and methods appertaining to advertising. Furthermore, it wants its constituents to thoroughly understand that its space is theirs. If there is not enough we will provide more.

Every bill poster who reads THE BILLBOARD, and that means all that are worthy of the name, ought to write us regularly. It is not necessary that you deal with questions of importance to the craft at large. There is plenty of purely local news that is always interesting and worthy of record. Criticise the quality of posters

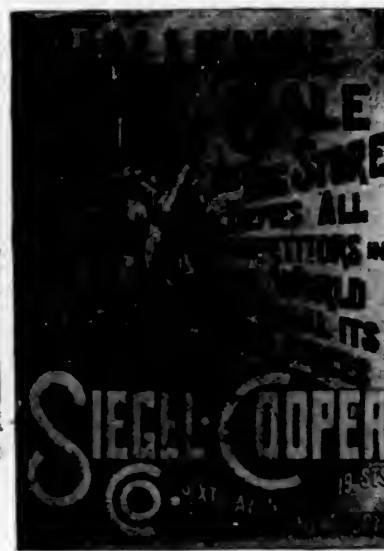
sent you. If they are poorly executed say so. It is your duty to yourself. Poor posters, be they ever so well posted will not bring results entirely satisfactory. Unless you state the facts your service is liable to be blamed for a printer's mistake. Whenever you get any work from a new commercial house tell us about it, and send us their name and address in order that other bill posters in other cities may be benefited.

If a convention, fete or celebration is to be held in your city, send us the date and duration thereof, and we will publish it

Purely Personal.

R. K. Brown succeeds J. D. Cline at New Albany, Ind.—A. B. White, who owns the boards at Taunton, Mass., is also a wholesale and retail dealer in foreign and domestic fruits.—Henry C. Holmes, of Kirkwood, Mo., is thinking of establishing a plant at that point.—J. S. Craig, of Hastings, Neb., says he cannot do without THE BILLBOARD.—John A. Lakin, of Cooperstown, says he is the oldest active bill poster in the world.—W. O. Light, of Lemars, Iowa, has joined the International Ass'n.—R. J. Chilcote, of Carlisle, Ind., covers all of Sullivan Co., and is making it pay.—J. C. Campbell, of Wallace, Idaho, also looks after the cities of Gem and Burke. We have a warm place in our hearts for Campbell. Shortly after THE BILLBOARD was launched, and when it was still floating around in the shore eddy, Campbell subscribed and followed it up by kicking hard because he did not get his paper. It was not much of a paper then. The first enthusiasm of the proprietors, owing to the marked indifference with which the initial numbers were received, was worse than damp—it was sopping wet. They were chiefly occupied in seeing how cheaply it could be gotten out; and waiting for a cue that would enable them to excite some interest among their constituents. The business manager edited two departments, set the type and stood off the bills. The remaining partner did the rest of the editing, kept the books, looked

TWO "JONES" POSTERS.



free of charge. Advertisers and agents follow these events closely and if they conclude that the floating population of your town will be materially increased at such time you may benefit by a consignment of work.

If you are to have a fair, exposition, racing meet, bicycle tournament or a bench, poultry, pet stock, flower or food show advise us. As soon as the event is chronicled in our lists the poster printers will send samples of suitable posters to the manager of the affair and that will result in a contract for you. Write us. Write early and often.

Publishers are wont to dwell upon circulation, to roll off tremendous figures that fairly stagger their clients. Did you ever consider the circulation of a poster—a single poster? If not, take your stand near some hoarding on a pleasant day and count the people that pass. If you try a station on Broadway, in New York, or on Clark St. in Chicago, you will find that that one poster has a larger circulation than any one of the great dailies in either of these cities claims.

after the mailing list and answered the correspondence. All work was done after night, for the publishers were otherwise occupied during the day. It was on this account that when Campbell's subscription came in, his name failed to get on the subscription list; although, the accompanying dollar was promptly confiscated. It was overlooked, or perhaps his letter got on the wrong hook, or—anyhow, he did not get his paper. He notified us. The editor promptly apologized assuring him that it was the fault of the mailing clerk. Now the editor should have immediately put that name on the mailing list, but he had several other letters to write that night and he was tired, and the mailing list happened to be down stairs, and—well, he put it off, and of course, forgot it again. Again Mr. Campbell notified us of this time with some mild degree of asperity; and again the editor assured him that it was the mailing clerk's fault and would not occur again. But it did; and then Campbell kicked, he kicked hard, too. He did not get mad exactly. He simply assured us in a friendly way that it would afford him much pleasure to know, that the editor, the business manager and their miserable mailing clerk were in hell. That letter brought great joy to the publishers, they read and re-read it; they laughed and went out and had a drink. They shook hands again and again. Somewhere out in the world there was one person who really wanted their paper. It was their first token of genuine

appreciation.—E. M. Burke and W. R. Sargent, doing business as the Marion Advertising Co., of Marion, O., control a circuit of ten towns and make a specialty of country routes.—The Olean Bill Posting Co. report good business. They have closed a contract with the Forepaugh-Sells Shows, for June.—L. A. Thomas, of Hot Springs, Ark., is still with us.—Bill posters will do well to communicate with A. Bennett & Co., of Ottawa, Ill. He can help you in the matter of local trade.—W. P. Baxter, whose portrait we present this month, is a merchant of recognized standing in Richmond, Ky. He is a contractor and deals in wall paper, window shades, paints, oils and glass.—Joe Flynn, of Lawrence, Mass., has a good run on local commercial work.—Emmett Littleton, of Rockville, Ind., has good boards all over Parke County.—F. T. Flint, of Smithville, Texas, styles himself "the hustler." He is stage manager of Maney Opera House.—G. G. Scranton, of Sault Ste Marie, is meeting with success.—J. A. Lampert, of Ogden, Utah, controls Ogden, Huntsville, Eden, Hooper, West Weber, Plain City, North Ogden and Riverdale. Quite a nice circuit.—T. F. Chafee & Son, of Shelbyville, Ind., are highly recommended.—Moreley Bros., of Philipsburg, Pa., complain that the association has not sent them any work, and they think it is neglecting the small towns. This is a common error on the part of bill posters in the smaller cities. None of the bona-fide associations engage or promise to provide work. The only person who furnishes work is the advertiser, and he generally designates the towns that he desires posted. Sometimes though, this is left to the agent, but not often. Beware of associations that promise work in return for the pitance involved in an initiation fee. They are delusions and snares. Real associations cannot, and do not, but they are very good things to belong to for all that.—Frank P. Lanthlin, general manager of the Lanthlin-Floto Bill Posting Co., of Cripple Creek, Col., reports good business.—The firm of Oplinger and Butkiewicz, of Nanticoke, Pa., has been dissolved. Thos Butkiewicz retiring. The business will be continued by S. P. Oplinger under the firm name of Oplinger & Co.—H. Vecker, of Lancaster, Pa., says business is bad.—J. G. Loving, of New Castle, Pa., has one of the best towns in western Pa.—C. C. Ames, of the Old Colony Bill Posting Co., of Providence, R. I., stands well among the agents and advertisers.—Fred L. Schaefer, of Henry, Ill., has just completed thirty new twenty-four-sheet boards all in prominent locations.—Chris Ulrich, of Jacksonville, Oregon, is well recommended.—G. W. Bigham, is the city bill poster at Corvallis, Oregon.—Harry Drury, manager of the Empire Bill Posting Co., of Indianapolis, says business is slow.—Frank Laugham, manager of the opera house at Laverne, Minn., has bought the boards in that city formerly controlled by Dana M. Baer.—Ben. S. Theiss, of Birmingham, says the monthly visits of THE BILLBOARD are always welcomed with joy. He assures us that he finds it helpful and informing. He reports business good.—H. Bossemeyer, is located at Superior, Neb.—Jas. A. Curran, of Denver, is one of the few bill posters who can boast of possessing a complete file of THE BILLBOARD.—Fred Whitehead, of Passaic, N. J., is a boniface. He owns the Passaic Co. Hotel.—J. M. Kean, is a new one at Tacoma, Wash., he is advertising agent of the Muth St. theatre in that city, but is reaching out after commercial work.—Crittenden Bros., of Centralia, Ill., advertise posting and distributing in city or country.—W. B. Lowden, the efficient and energetic manager of the Munson plant in the metropolis, is slowly but surely pushing his charge toward the head of the procession.—J. E. Williams, is the only bill poster at Streator, Ill.—The Gazette Bill Posting Co., is the name of the bill posting Co. at Galena, Ill. A. E. Heron is manager. This company also publishes the Daily Gazette.—F. A. Sherwood, of Ottawa, Ill., does the commercial posting of that city.—L. A. Daniels, of Santa Cruz, Cal., is one of the new school of bill posters who believe in advertising. We will exploit his services for a year.—C. P. Rodgers, of Sidney, O., has a splendid line of boards.—H. O. Seibe, of Crystal Springs, Miss., wants to join an association. The advertiser of Mansfield, Pa., under date of Feb. 24, devotes a quarter of a column to The W. D. Illustrated Adv. Co.'s bill posting plant. It commends their service highly.—The Tyrone (Pa.) Bill Posting Co., who control most of the boards in that city, recently endeavored to get a license ordinance passed in that city. The city solicitor informed them the town was too small. "Sheer rot!"—many a town of less than 2000 population has enacted licenses. Tyrone, we judge, has nearly 3000.—J. C. Wheeler, says there are no finer boards in the South than those of Morristown, Tenn.

THE BILLBOARD.

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

Address all communications
For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES

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

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

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

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

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

APRIL, 1897.

MARCH was an uneventful month in bill posting circles. Nothing of interest transpired, save the convention of the Associated Bill Posters Association in New York. A great many bill posters believed that the particular object of this meeting was the consideration of amalgamation with the International Bill Posting Association, as proposed by the latter organization. Private advices lead us to believe that the proposition was not entertained for a moment.

In any event no action was taken, and it is doubtful whether any will be, at least in the near future, for the International Association, if it does not resent the affront vigorously, will at least not lay itself open to a repetition of the same treatment by making overtures a second time.

It is most unfortunate. The exercise of a little courtesy and a small amount of tact would have effected a union, and made an ideal open association possible. As it is, the breach is wider than ever.

THE bond scheme proposed by Mr. R. C. Campbell, and outlined by him in various recent issues of the official organ of the association, was thoroughly discussed and found much well deserved favor. Although, neither particularly new nor original, it is nevertheless an exceedingly good thing. Mr. Stahlbrodt originated it some four years ago, but despite the fact that he worked hard and went to a considerable expense to get it adopted, enough members held off to defeat his efforts. The International Association then took it up and successfully introduced it by making it requisite for membership. Then the New York City Association adopted it in another form.

Mr. Campbell's idea embraces what is best in the International (protection to advertisers) and the leading feature of the New York City organization (maintenance of prices and location rights) combining the two very cleverly. It promises well, and furthermore, is in no sense a theoretical ideal, for it has stood the test of actual usage.

If the bond in each case is unquestionably good (and it had best be put up in

cold cash which could be deposited with some sound trust company where it could draw interest) and is controlled by a judicial board with power to levy punitive fines for price cutting and location stealing, it would prove a great boon.

The great problem will be to get it introduced and generally adopted. Had the two associations amalgamated this task would have been much simplified, but as they did not it presents many complex difficulties. The I. B. P. A. is in decidedly bad odor among bill posters in the smaller towns, many of whom believe that the city bill posters only want them in the organization to use them.

We have received dozens of letters from country bill posters complaining that not only were they not benefitted by joining, but that the only time they heard from the secretary was when he notified them not to post this, that or the other person's paper. This evidences a lack of confidence that is wide spread and growing.

As it is chiefly among country bill posters that difficulty will be encountered in getting the scheme adopted, it is past all understanding why its promoters turned down amalgamation with the International. This latter organization possesses the implicit confidence of bill posters in the small towns, and its endorsement would have meant their ready and eager acquiescence.

Anything emanating from the A. B. P. A., however, is looked upon with suspicion and distrust. And there you are.

Mr. Campbell's idea, plan, scheme or what-you-will is a good thing—a splendid thing—if it is generally adopted. Its general adoption is possible only by enlisting the services of the International, which in turn can only be effected through amalgamation, and that is not near at hand by any means. We regret to say everything points to the conclusion that Mr. Campbell will have plenty of time in which to consider, elaborate and perfect his scheme before it goes in actual working.

WE have learned that the old moss-covered charge that this paper foments and fosters indiscriminate opposition, was again made to do service at the New York convention; but as no one but a fool will believe the decrepit old lie, we can afford to smile over its rejuvenation. The reported lobby talk of coercive measures against advertisers, agents and independent bill posters, however, is aggravating. What satisfaction certain dampfools find in silly twaddle of this kind, in empty, idle, and meaningless threats, is something we cannot understand. Anyone with a lick of sense ought to see that such "breaks" are regarded as child's play by those against whom they are directed, while disinterested persons hear them only with contempt. The sensible men in the craft will have to suppress these brainless phonographs, and they will have to do it promptly. Otherwise, people everywhere are likely to gain the impression that the business is wholly in the hands of a parcel of blatant asses. This is strong language; but the spectacle of these worthies uncorking their ignorance in New York, fills our soul with wrath.

LETTER FORMS.

DESIGNED TO AID NOVICES.

In looking over correspondence which advertisers and advertising agents have received from bill posters and distributors we have been forcibly struck with the lack of uniformity, lack of point, and, in some instances, lack of common sense which they exhibit. Bad penmanship and worse orthography abound. In fact, to be perfectly candid, we doubt if any other calling can roll up as big a percentage of villainously poor letter writers as may be found among the knights of the brush and shoulder sack. There are some few who are so hopelessly bad that they never will be able to write even the simplest of business letters, and to these we say *do not try*. Break in an office man, a correspondence clerk, business manager, private secretary, bookkeeper—call him what you will—but let him be a bright boy, with a good common school education. If you can afford to get him a typewriter, so much the better, but it is not necessary. Let it be his duty to attend to all the correspondence, always, of course, under your immediate supervision. Read every letter after he has written it and sign it yourself. Never allow any one, not even your stenographer, to sign your letters.

Some bill posters and distributors, however, will not be able to do this—their business will not warrant the expense. To them we say, penmanship is largely a matter of practice, and poor spelling in these days of cheap dictionaries is unpardonable, because it arises solely from sheer laziness. Write carefully and legibly, consult your dictionary when in doubt about the spelling of any word and study the following forms carefully.

You will detect a decided improvement in from four to six weeks, and if you persist you will soon be able to write a thoroughly acceptable letter.

NO. 1.—LETTER OF SOLICITATION

Form used by W. L. Mildrum & Co., Bill posters and distributors: Office, 51 North Broadway.

YONKERS, N. Y., January 4, 1897.

DEAR SIR:

If you are thinking of doing any advertising in this section we would be pleased to hear from you in relation to the same. We control all territory north of the New York City line to Dobbs Ferry on the New York Central Railroad which includes Van Cortlandt, population 2,000; Riverdale, 2,000; Yonkers, 15,000; Hastings, 4,000; and Dobbs Ferry, 2,000. We employ a regular force of bill posters and distributors, and will guarantee you satisfactory results if you place your advertising with us. Our distributing department is run in a systematic manner, our men are reliable as we employ both our bill posters and distributors the year round. We handle distributing matter of any description at \$1.50 per thousand, house-to-house canvass. Enclosed you will find list of bill boards controlled by us, all in first-class locations, at railroad stations on all lines entering New York City and on the principal streets and drives in the city of Yonkers. All stand work and three sheets, 30 days listed showing at seven cents per sheet. One sheet, four cents per sheet, to be posted as chance may offer. Hoping to hear from you, we remain respectfully,

W. L. MILDURM & CO.

EDITOR'S NOTE.—Mildrum's offer to handle distributing matter of any description for \$1.50 per thousand is a rash promise, otherwise the letter is good.

NO. 2.—LETTER OF SOLICITATION FORM FOR DISTRIBUTORS.

.....Firm Name.....

.....Address.....

Dear Sir or Gentlemen:

Have you ever tested the merits of "house-to-house distributing" as an advertising medium? If you have not, we want to direct your attention to the fact that it is one of the best and most eco-

nomical methods extant. We make a business of distributing circulars, booklets, pamphlets, folders, almanacs, samples—in fact, all kinds of advertising matter. We employ trustworthy men (no boys), and our service is thorough, efficient and reliable.

In addition to regular service we can give you special service, discriminating service or classified service. If you are interested, we would be glad to quote you prices upon receipt of samples and instructions.

Respect yours,

NO. 3.—LETTER OF SOLICITATION SHORT FORM FOR BILL POSTERS.

DEAR SIR or SIRs:

We control all bill boards at this point and they are good boards. Any time that you care to get your name up in our locality we shall be glad to hear from you. Our service is first-class in every sense of the word. Lists and estimates on application.

Very truly yours,

NO. 4.—LETTER OF SOLICITATION, MEDIUM FORM FOR BILL POSTER.

We honestly and candidly believe that posters will yield more publicity per dollar than any other class of advertising. They bring more returns and bring them quicker than newspaper space. This is a fact, and can be proven to the satisfaction of any unprejudiced person. We have a splendid line of boards in this city. We cover all thoroughfares, street car lines, railroad crossings, and, in fact, all points of vantage and prominent places that can be had. No one can give you a better showing, no matter where you go. Should you desire lists and estimates, kindly advise me and same will be sent you promptly.

Yours sincerely,

NO. 5.—LETTER OF SOLICITATION

Form used by the Jamestown Bill Posting Co. JAMESTOWN, N. Y., 1897.

GENTLEMEN:—

Are you thinking of doing any out-door advertising in the section covered by us? If so, we should be pleased to quote you prices, which will be reasonable. We are confident that our service will prove entirely satisfactory in all respects, and that you cannot fail to derive substantial benefit from our unsurpassed facilities for giving publicity to your business.

Respectfully yours,

THE JAMESTOWN BILL POSTING CO.

NO. 6.—LETTER OF SOLICITATION

To Advertisers and Advertising Agents Throughout the Country.

Having fitted up an office at 100 East Third Street, we respectfully request that all advertising agents or salesmen visiting our city will give us a call. We shall be glad to accommodate you with desk room and other facilities for the purpose of enhancing your business interests and make your stay among us, at all times, pleasant.

Awaiting an early reply, we remain respectfully yours,

JAMESTOWN AND CHAUTAUQUA LAKE BILL POSTING COMPANY.

J. G. BARTLETT, Manager.

N. B. AS TO OUR BUSINESS standing we respectfully refer each and every one to the following prominent individuals and firms in our city:

Clark Brothers, Druggists; A. Goldstein, the Marble Hall Clothier; Jamestown Pharmacy, Druggists; City Drug Store, Druggists; Sannels & Sons, Dry Goods; Wilcox, Burehard & Co., Wholesale Grocers and Flour Merchants.

We will continue these letter forms from month to month, gradually covering the whole field of business correspondence and embracing letters of acknowledgment, protest, explanation, etc., etc. We strongly advise good stationery and a brochure or folder to enclose with each letter. Bill posters, distributors and sign painters will do well to have both their letter heads and enclosures prepared by an expert ad-writing firm, such as Moses & Helm, 111 Nassau Street, New York, or any one of those in our ad-writing directory. We only mention Moses & Helm because they are in closer touch with the merits and virtues of out-door display advertising than the general run of experts in their line.

Poster Printers

All too often poster printers make the mistake of over-accentuation. Displaying several lines in close proximity to one another defeats itself, weakens the poster and mars its appearance. One idea to one ad is a good rule, and it ought to be supplemented by another: one display line to one poster.

Discard caps wherever practicable; use lower case wherever possible. Result: perfect posters that read like lightning.

The Ringling Bros.' order was taken from The Great Western, of St. Louis because it was not being properly executed, so it is removed.

Hennegan & Co. have added another press. This time it's a Century, built by the Campbell Co. The success of the Messrs. Hennegan has been wonderful.

The Goes Co., of Chicago, did the posters of the Whitney Carriage Co., of Leominster.

Bryan & Co., of Cleveland, O., have bought out Major Bills, of Toledo. This gives Bryan & Co. control of Cleveland, Toledo and Akron.

C. H. Hesing, 110 E. Pearl street, Cincinnati, wants to hear from distributors. He is putting out an eight-page booklet, size 6x3. Address him at once.

Purely Personal.

Jos. A. Eslen is manager of the Penn Printing and Publishing Co., which succeeded the Ledger Job Office. — F. M. Edwards, general manager of the Great Western Show Printing Co., of St. Louis, recently broke into the papers of the Mound City in great style. It appears that Edwards, who is a good fellow and generally liked, has been going a pretty rapid gait of late. He was sent to Chicago, and, according to Mr. McManus, president of the company, went on a tear, while there. Although he started out with ample funds he made three drafts on the house, each for fifty dollars. After this nothing was heard of him until another draft for a hundred dollars which he had cashed in New York, was presented. This was turned down and another man was placed in Edwards' position. Neither his wife nor his father have heard from him since he left, and both are much concerned over his absence. Edwards was brought from New York to St. Louis by the Woodward & Tiernan Co. to take charge of that concern, but rendered valuable aid to the officers and directors of the Great Western in effecting the reorganization of the plant, and in return was rewarded with the position of general manager. Edwards' many friends will hear of his unfortunate break with regret.

NEW YORK NOTES.

There is an advertiser in New York City with a wad of posters. He, and his newspaper advertising agent, both want those posters placed through his newspaper advertising agent; and the various poster contractors have all had a chance at the business on those conditions.

Barnum and Bailey are gladdening the hearts of the bill posters and dampening the ardor of the commercial advertiser, who finds it difficult to secure any space.

Fleer's Gunn Kola Gum, placed by Mr. Sanford Robinson, of Philadelphia, is among the new paper on the billboards — a 12 sheet, a 3 sheet and a 1-sheet are in evidence, and very good paper it is, too.

Saver Tonic is posting a 3-sheet and a 1-sheet in the annexed districts. The order goes through Sam W. Hoke, who is also placing it through the southern states.

Harry Munson is now building all his new boards of galvanized iron. A city ordinance compels the use of metal on all elevated billboards, and Harry noticed that paper on these boards needed renewing very rarely, and therefore adopted the plan throughout the entire city.

The bill posters in attendance at the meeting here were entertained by O. J. Gude at the Commercial Club on the afternoon of March 6, and a most enjoyable affair it proved.

There is practically no room for any new things on the billboards (on account of the circus) and that is why these notes are abruptly cut short.

most every subject that could be thought of; and that while the old men were dreaming of dreams the young men were seeing visions, and making the visions realities.

It has struck me that the bill posting business is just now undergoing a grand transformation. While some of the old bill posters fondly cling to the memories of the past, the new generation are branching out in every direction, opening up new fields, routing out old defects, brightening up the service in every way, and in fact placing the business among those that are above criticism.

For a long time one bill poster routed out all opposition that showed its head here in New York City. But that time passed, and finally the "opposition" was stronger than the old concern. Still they fought; they cut prices, and they outbid each other for billboard space. At one time one landlord was receiving \$5,400 per year for a prominent corner.



D. R. TALBERT.

The above half-tone is an excellent portrait of Mr. D. R. Talbert, who, from offices at 116 and 118 Randolph street, Chicago, places the posting of the California Fig Syrup Co. throughout the Western states.

Mr. Talbert was born in Shelby County, Ind., Sept. 20th, 1834, and spent his early years in Preble County, Ohio, his parents having moved to Eaton when he was very small. After the death of his father and mother, both having died before he was 15 years old, he was placed on a farm by his guardian, and remained there until he was 18 years of age. At the latter age he concluded that farming was not his forte, so he concluded that learning was not his forte, so he decided he would try city life. He went to Indianapolis with a relative, and remained in that city until he was of age. He then went to Detroit, Mich., and after a time drifted into news-

paper advertising, acting as solicitor for trade papers and other publications. He came to Chicago in 1881 and entered the employ of an eastern firm as traveling salesman, and followed that vocation for about three years. Later he went to New York City, entered the employ of a proprietary medicine house, and traveled through the south. In the spring of 1887 he entered the employ of the California Fig Syrup Co., and with the exception of a brief period, has been with them ever since. He has traveled over nearly all of the United States, made newspaper contracts, posted bills, and distributed advertising matter, but with all this practical experience, he says, he learns something every day about the business, and expects to learn more as long as he is in it.

Your Young Men Shall See Visions, and Your Old Men Shall Dream Dreams.

Joel, 2, 28; Acts, 2, 17.

BY SAM W. HOKE.

I heard a mighty good sermon from the above text, preached by a man who probably never heard of a bill posters' war.

A dream is a reflection of something that has passed, while a vision is the creation of the fancy.

This preacher came up out of the West to tell us effete Easterners that the young men were going ahead, that they had new ideas, new thoughts, new notions on al-

Everybody said it was suicidal; but it wasn't. The man with that \$5,400 location frequently got an entire New York appropriation — two or three hundred stands — because of being able to place one of the stands on that prominent corner. All of the bill posters made money, even at cut prices and high space rents.

But the young man who sees visions got the others together one day and suggested that railroad companies do competitive business and never think of boycotting a shipper because that shipper sometimes ships by another line. He wondered why it should be necessary that bill posting should be the *only* lawful business that could not be carried on in competi-

tion with others. He suggested that an agreement should be entered into for mutual protection; protection against each other as well as against the rapacities of the advertiser on the one side and the landlord on the other.

A rate was agreed upon, to be charged for all work. Higher prices could be secured but no lower should be taken. (And the rate has been maintained.)

An agreement was made that one man's space was his forever. When his lease expires and the landlord wants more money and threatens to go to the other men, Mr. First Tenant tells him to go to, or words to that effect.

An agreement was made to report to each other when one has made a bid on a piece of "space," and no one else thereafter needs that piece of space at any price.

The meeting of the executive committee of the Associated Bill Posters Association in New York brought a great many bill posters to New York, and showed them how three bill posting concerns can do enormous business in the same town, and all be friendly one to the other. On inquiry they found that 3½¢ a sheet is not the maximum price obtained here! Competition not only produces good work, but it makes the individual get out and hustle and preach bill posting; it makes him teach the advertiser that a special location is worth a special price.

I am not going to get up on my hind legs and say that competition is to be sought after. I only say that when it does exist there is only one way to make the best of it, and that is to do as the railroads do — form combinations for mutual protection.

I am, however, going to tell you what one advertiser remarked to me the other day, that touches upon this very point. I have been, off and on, for about two years talking to him about bill posting, and trying to get him interested. Finally, he asked me for lists of the various bill posters in a number of cities, and stated that he would have his traveling men look them up and see which were conducting their business on the soundest business lines, the intention being that he might later adopt the method.

I took him the list, and of course in most cities and towns there was only one bill poster named.

"Take this back," he said, "and fill it out fully; you may, if you wish, designate which you think the best bill poster in each town, but I would like my salesmen to see them all."

When I told him that he had a complete list he could hardly believe it, and he said that he felt a little bit like he would be placing himself too much in the power of one man — too much in the position a factory would be in, if there were only one railroad leading from its town. I don't know if advertisers generally think this way. This was my first experience of the kind.

If this feeling should become common, it certainly will become necessary for the associations, (or the Amalgamated Association, if they should amalgamate,) to take some action toward disciplining those bill posters that wilfully offend the advertiser, or treat him unfairly. And in severe cases this discipline should consist in the Association itself putting in a bill posting plant in that town, so as to assure fair and courteous treatment to every advertiser.

And I take the liberty right now of seeing a vision of this very thing being done, not five years hence.

WHAT THE DISTRIBUTORS ARE DOING

The Capitol Drug Co., of Augusta, Me., will do some advertising in Maine, New Hampshire and Vermont.

Western distributors should write W. F. O'Connor & Co., No. 10 Wall street, New York.

The Cosmopolitan Electro-Medical and Surgical Institute of Cleveland, O., are extending their field. They aim to cover everything between the Rocky Mountains and the Atlantic.

Write the Lyon Celery Tonic Co. of Dunkirk, N. Y.

Distributors, as a rule, are not plutocrats in any sense. Advertisers should meet their bills promptly. Undue delays work great hardships to them.

Dr. Skoop, of Racine, Wis., sends out rubber bands with his booklets. Distributors are instructed to use them in attaching the printed matter to door knobs.

Purely Personal.

Robt. H. Johnson, of Warren, Pa., is thinking of establishing a service at that point.—J. A. Muldoon, of Eastport, Me., covers fifteen adjacent cities.—Pete Goodell, of Bowling Green, O., writes us that when he happened on a copy of THE BILLBOARD recently it was just like finding five dollars.—Ira Licurance, of Waterville, Wash., is a printer by trade, but he finds distributing more remunerative.—Wm. I. Titus, of New Brunswick, N. J., is well spoken of.—Salem (Ill.) Adv. Agency want a February issue of THE BILLBOARD. We are completely out. Can any one help them?—Hill is working like a beaver to have the convention held in Nashville next July.—Steinbrenner wants the convention held in Cincinnati. It is said that Clough, Case and Vansyckle are also in favor of the queen city.—The officers of the I. A. of D. are jubilant over the fact that Edw. A. Stahlbrodt will unite with the organization.—A. C. Morrill, manager of the American Advertising and Distributing Co., of Salt Lake City, Utah, is thinking of establishing a bill posting plant in that city.—E. H. Heverin, of Louisville, Ky., is favorably impressed with the I. A. of D., and has joined the organization.—R. K. Brown, New Albany, Ind., will do the distributing at that point in the future.—Alexander Bradley is the right man at Franklin, Pa.—Jacob G. McCall, of Saratoga Springs, N. Y., is a reliable young man, and would join the association but for the fact that he has not yet attained his majority.—Southern A. and M. Co., of McMinnville, Tenn., seem to be active and progressive people.—G. Edward Harrison is secretary of the Monumental Advertising Association in Baltimore.—J. S. Martin, of Indianola, Iowa, will soon put up billboards at that point. He has conducted a distributing service successfully for some time past.—Chas. L. Morgenstern, of Pekin, Ill., advertises that he conducts "the only honest, thoroughly reliable and guaranteed distributing service in Tazewell County."—Edw. B. Bridger, of Atlanta, writes us that he cannot get along without THE BILLBOARD.—A. M. Detlebach, of Santa Fe, wants a copy of the February issue of THE BILLBOARD in order to keep his file complete. We are out. Can any one accommodate him?—Emmett Littleton, of Rockville, Ind., covers that city and all of Park County as well.—E. D. Graupner is general distributor of the Oklahoma (Ind. Ter.) Advertising and Distributing Co.—Dana M. Baer, of Luverne, Minn., has sold his boards to Frank Laugham, manager

of the opera house in that city. Mr. Baer will continue his distributing service.—Boston Distributing Agency, No. 5 Heath ave., Roxbury District, are splendidly recommended.—Jas. L. Hill, of Nashville, Tenn., is working hard to get the coming convention of the I. A. of D. in Nashville. The Tennessee Centennial Exposition and the reduced railroad rates will help him in his efforts. They are powerful factors and should be carefully weighed before a decision is reached.—M. Kingsley, of Rutland, Vermont, is a painter, paper hanger and bill poster and distributor.—W. S. Warne, Box 122, Winlock, Lewis County, Wash., has established a service at that point.—H. Bossemeyer is located at Superior, Neb.—J. H. and K. L. Pentou, of Salem, Oregon, advise us that St. Jacob Oil booklets and Pink Pills matter at that point was entrusted to boys, with the usual result. Waste, such as they describe, is little short of criminal.—H. N. Holshouser, of Covington, Tenn., enjoys the monthly visits of THE BILLBOARD and pronounces it O. K.—R. B. Moffett, of Afton, Iowa, is an experienced bill poster and distributor. He wants employment, preferably in some large city, where he can obtain steady work.

Binghamton, N. Y. March 3d, 1896.

W. H. CASE, Esq.,
Fort Wayne, Ind.

Dear Sir:—In response to your request for an article for publication in THE BILLBOARD, our advertiser will simply state: Our distribution, and all other departments, are driven to their utmost capacity, and you will excuse brevity. We will take up the matter with all your members in due time, and at the present time we are in communication with many of them in regard to large contracts. This is evidence enough that we are highly pleased with their services. The only trouble is, your members are too few. If the association could be represented in every city, town and hamlet, with such members as we have the pleasure of an acquaintance, the acme of successful distribution would be achieved. Do not despair, your members will all hear from Dr. Kilmer & Co. Respectfully yours,

W. D. REDINGTON,
Mgt. Dist. Dept.

List of names and addresses of recently admitted members of the International Association of Distributors.
S. McMurray, 2005 2nd Ave., Birmingham, Ala.
Pueblo Bill Posting & Adv. Co., Pueblo, Col.
The McLauthlin Bill Posting & Dist. Co., 249 Bennett Ave., Cripple Creek, Col.
E. B. Bridger, 608 Temple Court, Atlanta, Ga.
Dillon's Cross Roads Bill Posting Co., Normal, Ill.
Jas. W. Dishon, 29 S. 5th St., Terre Haute, Ind.
Benj. Miles, 8 Evert St., Huntington, Ind.
Evansville Distributing Co., 317 1st St., Evansville, Ind.
Frank E. Gero, 425 State St., Hammond, Ind.
Geo. N. Bowen, care Dohany Theater, Council Bluffs, Iowa.
E. T. Heverin, 542 2d St., Louisville, Ky.
I. W. Murphy, Greenville, Md.
Flynn & Cushing, 108 River St. Mattapan, Mass.
Jos. Reid, 617 Grand Ave., Kansas City, Mo.
W. E. Kendrick, 21 N. Broadway, Butte, N. H.
Chas. R. Gilson, Salamanca, N. Y.
Geo. Castner, 221 Montgomery St., Syracuse, N. Y.
Geo. A. Wallace, care Times office, Oswego, N. Y.
Jas. H. Statts, 1 and 4 Hodge Opera House, cor. Market and Main Sts., Lockport, N. Y.
Wm. Cooke & Co., cor. 2nd and T'ica Sts., Fulton, N. Y.
J. H. Haynes, 262 Mulberry St., Ironton, O.
R. S. Douglass, care Grand Opera House, Memphis, Tenn.
H. E. Root, 159 3rd St., Laramie, Wyo.
Chas. M. Smith, 207 Colborne St., Brautford, Ont., Canada.
Maurice Weintraub, 212 Union St., Providence, R. I.
Wm. M. Kerr, 46 Clark St., Auburn, N. Y.
R. E. Brown, 75 E. Main St., New Albany, Ind.
John F. Williams, 349 Morrison St., Portland, Ore.
A. Nicolai, Clinton, Ill.
Harry W. Martin, 351 S. Water St., Aurora, Ill.
B. T. Brookhart, 314 E. Broad St., Warrensburg, Mo.
J. T. Hudson, 6 6th St., Pittsburg, Pa.
A. V. Huth, 313 Matamoros St., San Antonio, Tex.
Henry A. Verkins, 78 E. 2nd St., Winona, Minn.
The Curren Bill Posting & Dist. Co., 17th and Larimer St., Denver, Col.

LEFEBVRE'S BUDGET.

You are aware that certain signs or trade marks always remind you of certain brands of goods. For instance, H O. Whenever you see those two letters you are, without any effort of your mind, thinking of that kind of breakfast food, and when in need of same you remember H-O and buy it; and the two clasped hands will always conjure up Welcome Soap. This may be continued through the list. So we would advise all the members of the International to get and use on their stationery and cards, the cut issued by the Association for this purpose. Advertise the cut in every way, shape and manner by having it printed on all your stationery. As you recognize the advertisers' goods by certain signs, so will they in turn recognize the cut whenever seen on your letters as from a reliable party, whose work is guaranteed by an association which does guarantee a *bon attenteur salut*.

Advertising That Pays. (?)

While visiting in other cities I became aware of the fact that a large concern that spends thousands of dollars annually for advertising was having about the neatest lithographed book I ever saw distributed. As I knew no such book had been distributed here, I wrote to headquarters soliciting the work. In due time they replied that they had an agent here for their goods (wet), and to see him about it. So I went to see this party, and I opened the conversation by asking him if he did not believe that distributing the books would pay him. He replied: "Well, I don't know." I then asked him that if the firm for whom he was agent would put out one of their books in every household in this city, would he not profit thereby? "Well, I guess, I wouldn't suffer anyway." I said: Why don't you get this firm to send you those books, and I

will distribute them for you. "Will the firm pay your bills?" "Why, no," said I. "If the goods are delivered to you, you will more than benefit from this advertising. You get the books free; all you pay for is the distributing."

"What kind of books do you mean?" he asked.

I tried to describe the kind of books this firm was distributing in other cities. He didn't seem to understand until suddenly, with a "wait-a-minute," went to a nearby closet, which, judging from accumulated dust, had not been opened for a long time. Taking the cover off a large box, he handed me one of the identical books. I barely got a glimpse, but I should judge there were 5,000 in that box, and about 200 cardboard stands, also lithographs, that must have cost from six to twelve cents each.

"Well," says he, "the firm sends us so much advertising matter every year, and I don't think I could get more from them."

"Who does your distributing?"

"We have our own men to do it."

[By that I judge that the men were those who work in their beer bottling establishment.]

"When did the firm send you this advertising matter?" (It was a useless question on my part, for the books advertised a cold-repelling and winter remedy.)

"Last fall," he replied.

"You must have sold lots of it," came from me.

"Why, no, we didn't! The druggists here sell it, too, and takes from our trade."

Seeing it was useless to stay any longer, I remarked:

"You advertise well. Keep putting out the work in the same manner and trade will boom. You'll get lots of new customers—a new clientele (sotto voce) the rats and spiders that invest the closet where you keep the advertising matter."

Good-bye. "FEDORA"



This Cut Means Much!

ADVERTISERS....

Whenever you see this cut on the letterhead of a distributor **he is all right.** He is sober, honest, reliable and trustworthy. He is a member of the International Association of Distributors. In order to obtain membership therein he had to demonstrate conclusively:

First—That he was a bona fide distributor. Second—That he understood the business of distributing. Third—That he was sober, reliable and trustworthy. Fourth—That he was competent and experienced. He had to prove it clearly, and he had to furnish the best of references, which were carefully and closely scrutinized.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS, in allowing him to use their emblem, says to you: **He is all right. We will guarantee his service with a Cash Guarantee.**

If you have the slightest doubt or misgiving, write and obtain a written guarantee, which insures you against all loss, direct or indirect. Address

W. H. STEINBRENNER,

Suite 609, Lincoln Inn Court Building, Cincinnati, O.

The Combination is the Thing.

BY SAM W. HOKET.

All posting is good, and distributing is good, but the combination of the two is what brings the biggest results to the advertiser. Take a city of 40,000 population for instance; post up 300 to 500 sheets of paper, and distribute about 8,000 samples, and in connection with the samples be sure to have good readable printed matter telling of the merits of your article. Have small packages, just enough to allow of a satisfactory knowledge of what the article really is. The printing that goes with it should be tasty and neat. If the article advertised is a food product, or anything that appeals to the family, see that the samples are handed out to the houses, and preferably at the kitchen door. This kind of distributing costs more than merely throwing onto the front porch or into the yard, (which is actually done by many, to my certain knowledge), but the results are worth all the difference.

Many people try sampling without posting and are surprised at not getting better results. The reason the combination gives better results is that, first, the people see the poster, and are to a certain extent interested in the article from that reason. That day, or soon thereafter, they get a sample, which is another reminder that there is such an article in existence. They try it. If they like it, the impression is good; if there is good reading matter, (as there always should be) it is read with interest, *because* the party has got interested. Next day, like as not, he has forgotten all about the matter and would probably go right along and buy the old goods of the same kind—but on the way to the grocery, or to his place of business, or to his factory, or to her church, or to the matinee, he or she sees a poster advertising this article again and again, and he or she is again reminded of what an excellent thing it is. And by-and-by this kind of thing is needed, and nothing else is thought of but the one that appealed to them in such a forcible way, and in so many forcible ways.

The main points in this article were embodied in a letter to me from an up-to-date bill poster and distributor, and I don't know but that the heading should read "By P. M. Cooley." Mr. Cooley reports that he worked this plan in Binghamton for Bensuson's Cocoa, and caught the swell trade.

A. B. P. A. Convention.

The convention of the Associated Bill Posters Association, held at the Marlborough Hotel, New York, March 5, 6, 7 and 8, was but poorly attended despite the low rates obtaining at the time on account of the inaugural ceremonies. There were some fifteen members present. Among others Edward A. Stahlbrodt, Sam'l Pratt, Geo. Castner, J. Ballard Carroll, R. C. Campbell, W. H. Walker, Frank Fitzgerald, The Messrs. McAllister, O. Troy, N. V., Burl & Geo. Chapman, M. Bryan, Messrs. Rife & Honck, and the administrator of the Moxley estate, of Baltimore. The matter of amalgamation with the International, which many supposed was the object of the meeting, was pointedly ignored.

The bond scheme which was originated by Mr. Stahlbrodt several years ago, and which was first introduced successfully by the International Association was practically adopted in a revised and improved form. Theoretically it is admirable. It is to be hoped that it will be found efficient in actual usage. No other business of importance transpired, save an attempt to adjust the differences existing between the rival members in Washington.

Advertising a Science?—Not Yet.

Results a True Indication of this. Ad Writers and Agencies Much to Blame.

"Advertising is a science to-day," an expression which comes to us as wafted from the winds, so non traceable is its origin, and we have gotten so used to hearing it that the majority of us have become merely sounding boards and play-inimitably the part of the echo. The current of thought has been running in this direction for some little time and we have unmoored our mental craft and have been floating placidly with the tide—heedless, unconcerned whither we drifted. We all know there is but one result of following such a course—he who does it is sure to go on the rocks sooner or later.

True, we have had a Bradley and a Rhead, no ill will toward these gentlemen, who are much responsible for this mental attitude; but as no reform or movement ever reached culmination in the efforts of a single individual, or of two individuals, for that matter, we are forced to admit, upon meditation, that it is just possible that we have been striking a false note all of this time and need to be retuned. Crazy in fashions sweep the country and we wonder if the cloth artists have not exhausted their grey matter in their attempts to keep up the panorama of changes. But, no, when we return to our tailor (that is those of us who have one) to have our wardrobe replenished, we find the old suit is no longer the thing, and we pay handsomely for this information. A case in which "where ignorance is bliss 'tis folly to be wise." However, we are of a knowledge-loving generation, and, when we haven't knowledge of our own, we are quite willing to buy it—happily for us though that some one is always able to sell, for, if he were not, it would soon become a fad among many of us to revert to the style of dress advocated by those true dress reformers—Adam and Eve. We have gotten into the derogatory habit of following suit—sometimes it is a divided skirt—and we can scarcely do anything else even though it might prove advantageous to trimp. We believe, because the art of advertising has made rapid strides, that we have in one bound gone to the top of the ladder. Perfection is not reached in anything by sudden spurts, and the animation of late years which has manifested itself in the advertising business, proves not that we have attained an ideal faultlessness, but, what is truer, is a conclusive demonstration of the great possibilities of advancement along this line. We need to congratulate ourselves upon what we have been able to do and should let it be to us an indication of what we are capable, instead of cause for reciting in parrot-like unison that "advertising is a science to-day."

Science is it? I doubt whether the man who foots the advertising bills believes this so thoroughly as does the ad writer. If he does, at least one thing can be said with certainty, he is more reticent. Among many it is more their business to convey this impression than it is to make advertising a science. It might be added that it is easier—i. e., apparently, no advertiser really believes that advertising has been reduced to a science. Their returns are many, oh, so many times, an unwelcome evidence of the truth of this. Advertising will never be reduced to a science until the greatest possible returns can be had for the least possible outlay. There is not an ad writer who will not admit that there is an immense amount of advertising being done to-day, yet none will contend that the returns in every case are satisfactory. If advertising has really been reduced to an exact science, as many are prone to claim it has, then this could not be truthfully said of it. The returns in each case should be satisfactory to the advertiser and must be before advertising will be really the success which is claimed for it.

There are many reasons why it is not that to-day.

Studying the advertisements of the current numbers of the leading literary magazines I find few advertisements, extremely few, considering the quantity, which are paying investments. In using the words "paying investments" I do not mean to force the conviction that the advertiser will not receive a return upon his investment greater than his outlay, but his repayment will not be as great as it ought to be, that it will not be in proportion to the money he expends.

Has anyone ever figured what per cent profit an advertiser should reasonably expect upon his investment? The advertiser himself has, but I venture the assertion that it is not the inclination of many ad writers and agencies to spend their time in computation of such an abstract subject. It is a pretty well formed idea in the head of the advertiser that his return should be any way from 500 to 1000 per cent upon his expenditure. That is to say, if he invests \$1000 in advertising an article he should receive anywhere from \$5000 to \$10,000 in orders. Such an expectation upon the part of the advertiser would be absurd, no doubt many ad writers will contend. But is it? Let's see. Say the advertiser spends \$1000 and gets back \$5000 in orders on his goods, he will not average over 25 per cent profit. 25 per cent of \$5000 is \$1250, and now deducting the \$1000 which he puts in advertising to obtain this business, we see that he has made just \$250, all told. Now I do not believe that an ad writer or agency can honestly and sincerely say that this is too much, at any rate I am thoroughly convinced that they can find no individual among their patrons who will take their side of the question. But how many advertisements turn out even this well? They are extremely few and woefully far between. This statement is more true in regard to the experience of the small advertiser than it is of the big one. He has a harder row to hoe than the big fellow, for the reason he is hampered in many ways. He has not the capital, and, owing to this condition, pays more, proportionately, for his space. And, again, if he places his business in the hands of an ad writer or an agency he does not get the attention paid him that is accorded the larger fellow. I can see many an ad writer and agency throwing up their hands in horror at this statement. "Great Caesar! Little Fishes!" and all of the other epithets, usually employed to express disgust with this idea, are of no avail against the truth.

Upon whom would I place the blame for this state of affairs? I would say that it rests almost wholly upon the advertiser's shoulders, whether he manages his own advertising or has it superintended by an ad writer or agency. He should see to it that the man in whose hands he entrusts this matter attends to it profitably. He is paying for profitable services and should demand that he gets what he pays for.

Taking these conditions into consideration, it is all the more important to the advertiser that his work be executed with the utmost care. It is difficult not to see a page advertisement no matter how ill it may be arranged, but it is not always hard to see an inch, two inches, or even a quarter page. The greatest failing of the small advertiser is that he has too much to say, giving his advertisements the ungraceful appearance of being cramped. The art of good advertising is in the ability to make the advertisement so attractive as to lead to perusal, and then so worded that it will convince. The attention of the reader must be attracted, unless it is, he can never be convinced of the merits of an article by advertising. One does not read an advertisement first because it appertains to his wants, but because the ad. itself is appealingly attractive. It should be the aim of every advertiser to get every reader of every periodical in which he places his business card to read it; unless he adopts this course how does he know but that some of the very ones who might be in need of his article will be those who will overlook his announcement. No one reads advertisements to discover something that he does not know he wants, but because of their intrinsic attractiveness to better inform himself in regard to the merits of those articles for which he feels already a need. There are some advertisers who are getting the attention of every reader of every medium in which they place their business notices, and they constitute the list of the successful. Let it be your motto to get the attention of everybody, whether he be a probable buyer or not, and you will have attained the quintessence in advertising.

There is one practice among all kinds and classes of advertisers which is foolish and expensive. I speak of duplication—publishing currently the same advertisement in various mediums. It takes a beautiful idea well executed to stand the test of repetition, especially when space for that repetition costs so much money. There have been phrases coined, and illustrations drawn, which were worth hundreds of thousands of dollars to the user of them, but in ninety-nine cases out of every hundred a change is more advisable. Say I take five magazines (and the major portion of the reading public subscribe to more than one) then I instead of seeing five different and equally as good arguments in favor of a certain article, have only seen one at best, taking it for granted that the advertiser repeats his matter. Can any sane man convince himself that the result of his expenditure has been greater than it would have been if I had seen five different advertisements of his article? The result to him is the same as if I had taken five magazines of the same kind instead of five different magazines. Of what value then is circulation? The larger portion of the circulation of the leading periodicals and newspapers is made up of the same reading public, and for one to get full value for his money, he can only do it by avoiding this repetition and giving the reader, no matter where he may find his advertisement, a new argument or the old one re-dressed. In this way, if his arguments were made equally good, the advertiser would find all mediums suitable to introducing his article, equally valuable, provided he was paying a proportionate price for space in all of them. There could be no complaint about mediums, that is, of course, if the medium was devoted to the class of readers from whom he expected trade, unless the publisher duped him about his circulation.

While the advertiser is primarily to blame for this lamentable state of affairs, the ad writer and agency cannot escape altogether the responsibility they share in the matter, especially they who control the appropriations of any advertiser. In this city there are many who manage the advertising branch of firms all over the country and who have at their disposal thousands upon thousands of dollars to spend in advertising as they see fit. Their success is reliant upon making a success of the various firms for whom they do this work, and, I believe, that they nearly all realize this fact, and, while in a majority of cases they succeed in making the expenditure profitable, they fail quite often in obtaining the greatest possible results from their appropriations. It is obvious why this is so. Most of them handle various and some of them all lines of advertising for various houses in those lines, so their attention and time cannot be given solely to any one man's business and consequently some one is bound to suffer, the brunt generally falling upon the small advertiser. Advertising, to be done properly, requires the attention of a specialist, and, for this very reason the advertiser engages the ad writer or agency to write and place all of his advertising for him, and in doing this he rightly expects that a specialist will be put upon his work, but in cases he frequently receives for his money the ability and time of a subordinate. Of course, most of the agencies are presided over by men who have attained a certain degree of prominence in the advertising line, but I contend that in majority of cases their time is so occupied with looking after the interests of their numerous patrons that all cannot get due attention. The sooner they come to an understanding of this situation the better will it be for all, advertiser, ad writer and agency.

Cecil Bradford Winsborough.

NOT ENOUGH KINDLING.

Once upon a time a good old housewife started to build some fires throughout her house. It was a big house, and she needed and wanted six fires. She was of an economical disposition, and the amount of kindling she had was just about enough to kindle three fires. There could be only one result, of course. In a few minutes her kindling was all gone, and she had no fire. Had she made up three fires at first, she could later on have kindled the other three from the coals from those made first.

This little fairy story might be made to apply to the man who starts out to cover the Union with the number of posters that one State really ought to be given.

§ W. H.

LETTERS TO THE EDITOR.

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

Winona, Minn., March 9th, 1897.
 Editor THE BILLBOARD.

Dear Sir—THE BILLBOARD is a good thing, and should be kept on file by every bill poster. Business has commenced to pick up the past month, and am sure will increase as the spring months advance. Have posted the past month and up to date, as follows: M. Jacobi, (city,) 6 twelve-sheet stands and 50 one-sheets; Benschdorf's Cocoa, (from A. J. Gude Co.) 20 eight sheet stands; Hanert & Flick, (city,) 10 eight-sheet stands for Manager Opera House, 1305 one sheet stands, also distributed for C. L. Hood & Co., 4,500 circulars, and posted 150 one-sheets for Dr. Miles' Medical Co.; 4,000 books, Kickapoo Indian Medicine Co.; 4,000 books, Gradle & Strotz, (Chicago, Ill.); 1,800 tobacco samples; John VonKohr, (city) 100 frames.

Yours truly,
 HENRY WERNER.

Mansfield, Pa., Feb. 27, '97.
 Editor THE BILLBOARD.

Dear Sir—We have intended to try and contribute something each month that would be of interest to bill posters through the medium of your valuable paper. We began business during the last days of December, and the weather has been very unfavorable to outside work. Still we are quite well pleased with our business thus far. Have built in this short time nearly 500 feet of new boards, 9 1/2 feet high, in addition to one one and three-sheet boards. Have completed nearly 1,900 feet of bulletin board painting; done distributing for the Peruna Drug Co., H. H. Roberts Dry Goods Store, R. W. & M. F. Rose (Cash Store), Pitts, Judge & Co. (Big Store), all three local. Are doing cloth sign tacking for D. T. Yates, advertising fertilizers. Tacking wooden signs for Reese & Farrer Bros., hardware (local) Tacking board fence signs and tacking cloth fertilizer signs for G. L. Strait (local); tacking fence signs and posting one-sheets for D. C. Burnham (local); posting 600 half-sheets for Mansfield Wood Novelty Co. (local); posting 450 quarter-sheets for Pitts, Judge & Co. Big Store (local); have on our one-sheets paper advertising Geo. Kennan in his famous lecture "The Siberian Convict Mines," at Alumni Hall on March 1; made three house-to-house distributions for Normal Lecture Course Committee; posted one-sheets advertising "Baum's" Stock Food for local dealer; have just secured for posting several stands from Ross Cigar Co., advertising "Supreme Court Cigars," also the famous 48-sheet (4x12) and 24-sheet stand of "Allcock's Porous Plaster," mentioned in February issue of THE BILLBOARD. We have already learned that it helps your business immensely to work up the local trade. You would be surprised at the amount of work to be done if you go at it in the right way.

Our company met with a serious loss on the 13th inst. in the death of Harry L. Husted, senior member of the firm, who had already evinced a strong liking for the business and was familiar with many of its details. Mr. Herbert M. Griggs has recently purchased an interest in the business, but it will in no wise change the name.

Very respectfully,
 THE W. D. HUSTED ADV. CO.

Chicago, February 27th, 1897.
 Editor THE BILLBOARD.

I was just looking over your February issue to see how many names of bill posters in my territory I could find, who had their address in BILLBOARD, and I find very few. I should think it would be policy for those outside of the members of the different associations, to keep their name and address in a good reliable publication like BILLBOARD, as advertisers very frequently wish to correspond with bill posters in the smaller towns. There are no doubt a great many reliable bill posters in the smaller towns who could get paper, if they would only keep their address where advertisers could find it, and I know of no better place than in BILLBOARD. It might be some of them could not handle listed and protected stand work, but they could very

likely give a good showing on smaller work. We have four different sizes of paper, and would be pleased to hear from bill posters who could use any of them. It might be they could use a few of the four sheets, or possibly only 50 or 100 of the one-sheets, and a few hundred of the snipes.

We are now shipping paper to all points, and expect to have a great deal of it up during March. By the way, I would like to say a good word for the bill posters in Illinois. We found them all, with but two or three exceptions, of the very best, and I have got them all on the list for a good billing this spring. I don't say there are not first-class bill posters in other states, but take them all in all, I think the Illinois boys gave us the best service on the average. I think that is because there are more members of the International Association in this state than any other, and then we are indebted to Mr. Kuney for the personal interest he took in our work. But we get good service from all the International members, and like to do business with them. The R. J. Gunning Co. are painting some large walls for us in Chicago. It is not necessary to say that the work is of the highest standard, as the reputation of the Gunning Co., among general advertisers, is of the best. We are preparing to have walls in all the large cities painted. By the way, Bob Gunning is a real nice gentleman; nothing stuck up about R. J. Wishing BILLBOARD every success, I am,

Very truly yours,
 D. K. TALBERT.

Indianapolis, Ind., Mar 17th, 1897.
 Editor THE BILLBOARD.

Dear Sir—On account of so much work on hand, had almost forgotten my usual letter. Was much pleased with my ad in March issue and you may give me same space in April number. Business is constantly on the increase with me and I am now working from eight to ten people regularly and may soon add another wagon. Am doing about all the distributing that is sent here, and have been for some time. Also getting a large share of the commercial posting.

In my last report I made a mistake in the amount of packages for Indianapolis Brewing Co., and had but 15,000, instead of 20,000, as I informed you. I do not desire to exaggerate matters, hence the explanation. I now have 9,000 Butterick's Patterns, 35,000 Funny World pamphlets and 500 posters Hood's Sarsaparilla, 50,000 Dr. Greene's Nervina magazines, 30,000 pamphlets and 89 druggist's packages Dr. Miles, 500 window cards and 200 Oilcloth Banners Battle Ax Plug, 1,000 one-sheet posters and several hundred waterproof cards Coaline Soap, and much more coming. Posters on the Empire boards now are Hood's Sarsaparilla, Coaline Soap, Boston Hats, Gillies' Coffee and an elegant bicycle tire stand. Sen-Sen and Scotch Oats are also well billed. Pleased to see Mr. Jones so well remembered in last issue. He deserves every word of it as he is a fine fellow. I am, yours truly,

GEO. W. VANSYCKLE.

Willimantic, Conn., March 15, 1897.
 Editor THE BILLBOARD.

After having a rather quiet theatrical season, which is now fast coming to a close, one welcomes the advent of Spring and the blue bird's song. It makes us long for the sunny side of a billboard on a good warm day and the smell of the saw-dust ring. Speaking of the saw-dust ring I see that we are to have some of the big shows down east this season. The agents of the Buffalo Bill and Forepaugh-Sells Shows have already been in this vicinity, making contracts and telling the lot owners and license committee what small shows they have, and the newspaper people and bill posters what large shows they have. The prospects for New England the coming season look very bright. For instance, in this city, every large mill and shop is running full time, and we have one of the largest mills in the world. This they have not done for about three years past.

Since the first day of March I have had the following work come in: G. O. Taylor Whiskey, 300 one-sheets, 1,000 snipes, 4,000 circulars; Wilcox Hat, 15 eight sheets; Johann Hoff Malt, 15 eight-sheets; Puritana Medical Co., 10 twelve-sheets; Dr. Miles' Medical Co., 2000 circulars; C. L. Hood & Co., 2,000 circulars; The P. N. Corset Co., 100 one-sheets. Local, C. E. Little, shoe dealer, 150 one-sheets; W. B. Carr & Co., clothiers, 100 one-sheets; Mrs. Cora Edgarton, millinery, 100 one-sheets; Mrs. E. T. Grimes, millinery, 100 one-sheets.

The above looks as though somebody had

placed a little confidence in the McKinley administration, and I think, boys, that everything is coming right our way, providing we give them honest work.

I have just erected a 250-ft. billboard opposite our large No. 1 Thread Mill on Main street. Can't think of anything more to say, only remember that Willimantic will be on the map hereafter.

J. H. GRAY.

Rhineland, Wis., March 16th, 1897.
 Editor THE BILLBOARD.

At a meeting of the Secretaries of the several Agricultural Societies of Northern Counties of Wisconsin and Minnesota, held at Rhineland, on the above date, for the purpose of forming a circuit, claiming dates and advertising same, the following members were present: L. K. Wright, Wausau; John McGreer, Antigo; F. E. Parker, Rhineland; J. J. McGeehan, Ashland, and C. H. DeBell, Duluth. Absent: C. E. Honk, Ironwood; Fred. M. Williams, Superior. The following officers were chosen for the ensuing year: J. J. McGeehan, President; F. E. Parker, Secretary.

The following resolutions were adopted:
 Resolved, That the name of the circuit be the North Wisconsin-Minnesota Circuit.

Resolved, That the following dates be claimed: Wausau, Aug. 30-31 and Sept. 1; Antigo, Sept. 2-3-4; Rhineland, Sept. 6-7-8; Ironwood, Sept. 9-10-11; Ashland, Sept. 14-15-16-17; Duluth, 22-23-24-25; Superior, Sept. 28-29-30.

Resolved, That the following purses for speed be offered: Wausau, \$1,000.00; Antigo, \$1,000.00; Rhineland, \$1,200.00; Ironwood, \$1,000.00; Ashland, \$1,500.00; Duluth, \$1,500.00; Superior, \$1,000.00.

Resolved, That each Association offer an additional purse of \$100.00 for running race.

Resolved, That the secretary for the ensuing year be instructed to advertise this circuit in the "Minnesota Horseman," of Minneapolis, Minn., and the "Horse Review," of Chicago, Ill., at a cost not to exceed \$15.00 for each Association.

Resolved, That all races shall be mixed races, with classes apportioned as follows: 3 minute pace and 2.45 trotters eligible; 2.50 minute pace and 2.40 trotters eligible; 2.35 minute pace and 2.50 trotters eligible; 2.28 minute pace and 2.25 trotters eligible; 2.20 minute pace and 2.18 trotters eligible. Free for all trot and pace.

Resolved, That all entries close at 11 o'clock, p. m. the first day of the meeting.

Resolved, That the following conditions be adopted:

Entry Fees—Five per cent of purse to enter, and an additional five per cent from winners.

At least five to enter, and three to start in each race.

All races to be mile heats; best three in five, to harness.

Horses to be called at one o'clock, p. m. each day.

Purses to be divided into fifty, twenty-five, fifteen and ten per cent prizes.

A horse distancing the field, or any part thereof, will be entitled to first money only.

The Executive Board of this Society reserves the right to change the programme at its discretion, and, if, owing to unfavorable weather, it will be unable to start one or more races before three o'clock p. m. on the third day of the fair, it reserves the right to declare such races off.

The rules and regulations of the American Trotting Association, of which this Society is a member, will govern all speed trials or races on the track of this Society, except as noted above.

Records made after August 30th, 1897, no bar.

Resolved, That the annual meeting of this Society be held at Ashland, on the call of the Secretary.

Motion to adjourn on call of Secretary.

J. J. MCGEEHAN, President.
 F. E. PARKER, Secretary

M. M. GILLAM.

M. M. Gillam, creator of the Wamma-maker style of advertising, and for several years advertising manager of Hilton, Hughes & Co., of New York, who has probably handled larger appropriations for retail advertising and more of them than any man living, said recently in *Brains*:

A New York "Reader of *Brains*" asks my opinion of posters and railway advertising. In their way, both are good. I have known great results from a free use of billboards and car spaces. I think that vastly more money, proportionately is absolutely lost, month by month, through bad or ill-advised newspaper and magazine advertising than by foolish poster or car card work. Billboards and cars are something tangible. It is comparatively easy to know just what circulation you get by either. It is possible to estimate very fairly what the probable number of readers is. No one can do more than guess what publicity he gets in the great mass of publications—and he is almost sure to guess wrong, to guess too much. If the paper or magazine really had the circulation you think, it would, nine times in ten, be only too glad to demonstrate the fact.

In poster work, as in any other advertising, the great thing is to be creditably conspicuous. Many of the posters nowadays are works of art. From a position below the thought of most advertisers they have improved to a point where they share in the appropriation of most of the successful business ventures of the day.

A fair, unbiased statement of fact that was evidently not well received by *Brains'* constituency, which is largely made up of newspaper maniacs, for in the next issue he has the following:

A New York correspondent takes me to task for putting posters and car signs on a plane with what he calls "legitimate advertising." But why are newspapers and magazines one whit more "legitimate" than billboards? Since such men as Van Beuren, Pratt, Munson, Hoke, Clark, Lowden, Stahlbrodt and Gude have taken hold of the business hereabout, billboard advertising has become in effect like a phase of newspaper or magazine advertising. The spaces are as carefully filled and as closely watched as they are in most publications. Those privileges have become very valuable. Managing them has grown to be a large and distinct business.

The very essence of advertising is to give publicity to an announcement. "The crier on his rounds" does it, so does the sandwich man, so does the billboard or car space. The newspaper and magazine do it. I do not see that one is more "legitimate" than the other.

Mr. Gillam possesses the courage of his convictions. Retailers can ponder over his words with profit. Artemas Ward, who made Sapolio, voiced precisely the same sentiments over three years ago. It was due to the reading of Ward's opinion more than any other one thing that THE BILLBOARD was launched.

I WRITE and design advertisements suitable for any business

For One Dollar

I will write you three ads—if they are not satisfactory, you get your money back.

W. E. BLANEY,
 Station T., Boston, Mass.

ESTABLISHED 1889.

Vansyckle Advertising Co.

**DISTRIBUTING, SAMPLING,
 SIGN TACKING, ETC.**

South Illinois Street, Opposite Grand Hotel

INDIANAPOLIS, IND.

Member International Association of Distributors.



G. W. VANSYCKLE, Mgr.



If there is a bench show connected with your fair, Mr. Manager, you will find *Rod, Gun and Kennel* a bright bi-weekly paper, both interesting and valuable. It is published at 514 Third street, Louisville, Ky. Send 5 cents for a sample copy.

This is the second season of the big Northwestern Indiana Fair Circuit, which embraces Plymouth, Crown Point, Valparaiso, Laporte, South Bend and Bourbon, in the order named. A. A. Bibler, of Crown Point, Ind., is secretary of this circuit.

D. MacMillan (Roman Racing Hippodrome) may be addressed until further notice at Maxville, Ont.

The Carthage Fair Grounds at Cincinnati were badly damaged by the flood.

The exposition bill appropriating \$100,000 to the trans-Mississippi exposition was passed in the House by a vote of 70 to 20.

Mrs. Sabina Bishopp, of Beloit, Wis., whose husband made the first importation of Shetland ponies into this country in 1873, will sell at public auction, May 12, at 1 p. m., at Beloit, Wis., some thirty-five head of Shetland ponies, mares, stallions and geldings. These ponies are very fine and some of them highly colored.

The members of the Western Wisconsin Fair Circuit met at the Ida House in Sparta March 10. Those present were: President Plummer, of Mauston; Secretary Baldwin, of Mauston; Secretary Alexander, of Viroqua; Secretary McCaul, of Tomah; President Dunn, of Sparta; Secretary Reeve, of Sparta; Secretary Nye, of West Salem; President Johnson, of West Salem, and a number of local horsemen and others interested in fair matters.

Officers for the circuit were elected for 1897 as follows: President, A. C. Plummer; secretary, F. H. A. Nye, of West Salem.

Dates of fairs for the circuit were fixed as follows:

Sparta, August 24, 25, 26 and 27; Mauston, August 31, September 1 and 2; Tomah, September 7, 8 and 9; Viroqua, September 14, 15, 16 and 17; West Salem, September 21, 22 and 23.

It was decided to have mixed races, five seconds in favor of trotters. Classes as follows: Three min. class, 2:40 class, 2:30 class and free-for-all. Race entries to close on the Monday before each meeting at 12 m.

Bar record made before entry closes. Good, liberal purses will be offered by each association in each class.

In addition to the above classes each society will give several local trotting and running races, with very liberal purses.

One of the best attractions looking for dates this season is that put up by Harry E. Bishopp, of Beloit, Wis., in the way of pony chariot races. These ponies none of them stand over 44 inches tall; they are highly colored and run for all there is in it, hitched to chariots four abreast. At Janesville, two seasons ago, they made a quarter in 29. The outfit consists of three chariots, four ponies hitched to a chariot.

Fair managers ought to put a little less money up in premiums and a little more up for special attractions. There is a large proportion of those who attend a fair who take no premiums and who care for nothing on exhibition. They want to see something exciting, and the fair association which fails to provide a good line of special features to please all the people is making a grave mistake that will tell on the gate receipts.

People want to be entertained; they want some excitement. Let them have it good and plenty. They pay for it; they are entitled to it. And if it is there every one will come, from the minister who preaches against it to the red hot sport who enjoys it.

The fairs in Wisconsin have adopted a good scheme. It is to have the premium lists of all the fairs published the same size. The size agreed upon for a premium list by the fairs held in Wisconsin is, the book when bound and trimmed shall be 8 1/4 inches long by 5 1/2 inches wide.

Urichsville and Dennison, (Ohio), have organized a Driving Park Association, and will offer purses amounting to \$1,200 at races to be held June 15, 16 and 17.

Purely Personal.

W. R. Skeels, secretary of the Jefferson County Agricultural Society, advises us that the meeting of that society in Watertown, N. Y., Sept 7 to 10, will be the twenty-ninth annual fair given under the auspices of that association.—Gertrude Williams is secretary of the Bristol County Agricultural Society, of Taunton, Mass.—Walter N. Drake, of Decorah, Iowa, is not connected with the fair this year.—This year's fair at Orwigsburg, Pa., will be the 46th annual meeting of the society. The officers were elected January 4th, last.—The best exchange postal that has reached us thus far, is that of Wm. S. Hart, secretary of Waukon (Iowa) Fair.—J. M. Moore, will advertise the Belle Plain (Iowa) Fair this year.—R. F. Smith, secretary of the Ellendale Fair, at Cardville, writes us that the meeting this year will take place the first week in August, and that it will be the leading fair of the Blue Grass State. The attention of advertisers is invited to the advantages of space in their

premium list.—A. W. Haynes, treasurer of the Rochester (N. H.) Fair, is manager of the fair as well.—This season will see the nineteenth annual fair of the White County Agricultural Board at Carmi, Ind.

POPULATION AS A BASIS.

The man who starts out to apportion his billposting according to the population of the various cities, is going to waste a lot of good paper in some towns and have a woefully inadequate display in some others.

New York City, with a population of about two millions, has only 1,041 miles of streets.

Chicago, with a smaller population, has 3,549 miles of streets.

Philadelphia, with a million and a quarter population, has 2,317 miles of streets.

The population of Boston and St. Louis are about equal, but Boston has 769 miles of streets, while St. Louis has 1,234.

These figures have a good deal to do with your billposting appropriation.

§ W. H.

Delayed Correspondence.

La Porte, Ind., March, 23th, 1897.

Editor THE BILLBOARD.

Dear Sir.—The U. S. Distributing Association, Chicago, has been declared fraudulent, and Uncle Sam has forbidden them the mails. F. A. Cahow, has bought all boards in Kewanee, Ill. E. F. Bailey, Michigan City, Ind., has given the California Fig Syrup Co., a good showing on his billboards. Every stand being blanked with

yellow one-half sheet strips. The bill presented in the Indiana Legislature, to pass a law, that each city in the state having a population of over 5000 inhabitants, should appoint a city bill poster on salary, a appointment to be made by mayor and council, has been defeated. The International Bill Posters' Association was in constant communication with different senators, and was instrumental in bringing around its defeat. W. C. Miller, bill poster, Laporte, Ind., is on the sick list, and Mr. Miller has not been able to get his paper up this week. Syrup of Figs paper has been shipped to all principal towns in Indiana. If there is any of the boys who have not got any paper, they should write E. R. Talbert, 118 Randolph St., Chicago. Their inspector is now in that state, and will soon leave for Illinois.

Yours truly,

BILLBOARD'S TRAVELER.



W. P. BAXTER, Richmond, Ky.

BILL POSTERS

Please note that several instances have recently been brought to our attention, wherein the bill posters acting as our agents, have divided or shared their commissions with patrons. Others have given the entire amount to their customers. This is a senseless proceeding. There is no reason for it. Our prices are low, and we insist upon their being maintained. If we hear of any more rate cutting, we shall cut off future commissions from the party implicated.

CANADIAN BILL POSTERS, NOTICE. Owing to the delay and annoyance in the matter of Canadian Customs, we have decided not to ship C. O. D. into the Dominion in the future. Hereafter, all orders must be accompanied either by satisfactory references or cash.

BRITISH BILL POSTERS. Mr. J. J. Bennell, 61 Chancery Lane, London, W. C. has taken on the sole agency for our posters, commercial and theatrical, in the United Kingdom. He carries a complete stock of all styles, and orders addressed to him will be filled far more promptly than if sent to us.

The Donaldson Litho Co., Cincinnati, O.

LIST OF FAIRS 1897

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

CANADA. Goderich Ont Great Northwestern Exhibition Sept 21 to 23 Jas Mitchell sec Collinwood Ont Great Northern Exhibition Sept 21 to 24 J W Archer sec Bowmanville Ont West Durham and Darlington Union Agr Societies Sept 16 to 17 R Windatt sec Markham Ont E R of York and Markham Agr Societies Oct 6 to 8 W H Hall sec Ottawa Ont Central Canada Exhibition Assn Sept 17 to 25 E McMahon sec Sherbrooke Que Great Eastern Exhibition Aug 20 to Sept 4 H R Fraser sec Three Rivers Que St Lagrange Valley Exhibition Sept 2 to 11 J A Frigon sec

CONNECTICUT. Wallingford Wallingford Agl Society Sept 8 to 9 Geo I Jones sec Danbury Danbury Fair Oct 4 to 9 S H Rundle pres G M Kuddle sec J W Barkn treas

ILLINOIS. Griggsville Illinois Valley Fair Assn Aug 3 to 6 J F Hatch sec La Harpe La Harpe District Fair Assn Aug 23 to 27 Geo F Otto pres Judd Hartzell sec Mt Carroll Carroll county Fair Aug 31 to Sept 3 G F Incher pres Geo C Kenyon sec Carmi White county Agl Fair Sept 7 to 11 R L Organ sec Aledo Mercer county Agl Society Sept 21 to 24 John Brady pres W H Graham sec Springfield Illinois State Fair Sept 27 to Oct 2 W C Garrard sec

INDIANA. Middletown Aug 3-7 Hagerstown Aug 9-14 Newcastle Aug 16-21 Swayzee Swayzee Tri-County Agl Society Aug 17 to 20 G W McManawan pres E C King sec Muncie Aug 23-26 Rockport Spencer county Fair Assn Aug 24 to 28 B F Bridges pres C M Partridge sec Franklin Johnson county Agricultural Horticultural and Park Assn Aug 24 to 28 S W Duncan pres W S Young sec Elwood Aug 30 to Sept 3 Terre Haute 32d annual Aug 30 to Sept 3 W T Plymouth Marshall county Fair Aug 31 to Sept 3 S N Stevens sec Beuchamp pres W D Duncan sec Kokomo Sept 6-10 Crown Point Lake county Fair Sept 7 to 10 A A Bibler sec Greenfield Sept 13-18 Valparaiso Porter county Fair Sept 14 to 17 E S Beach sec W C Letherman Speedring Shelbyville Shelby co Fair E E Stroup sec Flora Carroll county Fair Assn Sept 20 to 25 W R Callane sec Laporte Laporte county Fair Sept 21 to 24 J Veue Dorland sec South Bend St Joseph county Fair Sept 27 to Oct 1 A W Byers sec Rochester Fulton co fair Assn Sep 29 to Oct 2 Ed Mercer sec Bourbon Bourbon Fair Oct 5 to 8 J W Eidson sec Northwestern Indiana Fair Circuit W A Banks Laporte pres A A Bibler Crown Point sec

IOWA. Belle Plain Big Four Fair Assn Aug 3 to Sept 2 W J Guinn pres J C Milner sec J M Moore advertising agent Atlantic Cass county Fair Aug 30 to Sept 2 Central City Wapsie Valley Fair Aug 31 to Sept 3 J P Howlish pres Fred McLeod treas E M Sawyer sec S W W Straight sec West Liberty West Liberty Fair Sept 6 to 9 Albert Whiteacre pres W H Shipman sec Des Moines Ia Iowa State Agr Society Sept 9 to 18 W W Field pres Odebolt P L Fowler sec Seymour Seymour District Agr Society Sept 13 to 17 J T Lowry pres R E Lowry sec Donnellson Lee county Fair Sept 14 to 17 E P Armknecht sec Waukon Alamacoe co Agl Society Sep 14 to 17 CM Beemau pres J E Baxfer vice pres J F Duffy treas Wm S Hart sec Wilton Junction The Wilton Fair Sept 21 to 23 J M Rider sec Rhodes Eden District Agl Society Fair Sept 21 to 23 W A Nichols pres Thomas Watts sec Newton S G Russell sec National F M Adams sec Anamosa Aug 18 to 20 E R Moore sec Wapello Louisa co Agr Socy N W McKay sec Afton Union county Fair Sept 28 to Oct 1 O E Davis sec

KENTUCKY. Ellendale Ellendale Fair Aug 2 to 7 W T Rapier pres Curdsville R T Smith sec Sorgho Alexandria Campbell county Agr Society Aug 24 to 28 F M White pres J J Wright sec

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

MINNESOTA. Hamline State Agr Socy Sep 6 to 11 Hutchinson McLeod county Agr Society Sept 15 to 17 H C Lyon pres J F Slover sec

MARYLAND. Rockville Montgomery co Fair Aug 31 to Sep 1 John E Munceaster secy Norbeck Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec

MASSACHUSETTS. Taunton Bristol co fair Sept 21 to 23 Gertrude Williams sec Sturbridge E V Corey sec

MAINE. Hartland East Somerset Agl Society Sept 7 to 9 P W Thompson pres S H Goodwin sec

MISSOURI. Cape Girardeau Southeastern District Agr Socy Oct 12 to 16 E H Engelmann sec

NEBRASKA. Fairbury Jefferson county Agl Society Sept 7 to 10 Jasper Helvey pres W W Watson sec Omaha Nebraska State Fair Sept 17 to 24 Milton Doolittle pres North Platte Robt W Furnas sec Brownville Auburn Nemaha county Agl Fair and Driving Assn Sept 28 to Oct 1 Wm Watson Jr pres Chas F Neal sec

NEW HAMPSH RE. Rochester Rochester Fair Assn Sept 21 to 24 Hon I W Springfield pres A S Parshley sec

NEW YORK. Syracuse New York State Fair Aug 23 to 28 Jas B Docharty sec Syracuse State Agr Socy Aug 23 to 28 Benj F Tracy pres W Judson Smith treas and genl mgr Theodore H Coleman sec Delhi Delaware county Agl Society Aug 31 to Sept 2 R P McIntosh sec Cambridge Cambridge Fair Aug 31 to Sept 3 John L Pratt Jr sec Watertown Jefferson co Agr Socy Sept 7 to 10 W R Skeels sec Rochester Western New York Agr Society Sept 13 to 17 J H Sherman pres E S Burr sec Westport Essex county Agr Society Sept 14 to 16 W A Tucker pres C E Stevens sec

OHIO. Mt Sterling O Mt Sterling Fair Co W R Richards pres, T J Burgett sec Celina Aug 17 to 20 C W Halfhill sec Greenville Aug 23 to 27 Toledo Tri-State Fair Aug 24 to 27 T B Tucker sec Columbus Ohio State Fair Aug 30 to Sept 3 W W Miller sec New Bremen Aug 31 to Sept 3 Napoleon O Napoleon Fair Co Aug 31 to Sept 3 H C Groschner pres J L Halter sec Salem Salem Fair and Expo Co Sep 7 to 9 Youngstown Youngstown Fair Assn Sep 7 to 10 Van Wert Sept 7 to 10 New Lexington Perry county Fair Sept 14 to 17 Chas C Chappellear sec Lima Allen county Agr Society Sept 14 to 17 H E Adgate pres T B Bowersock sec Lebanon Warren county Fair Sept 14 to 17 Geo W Carey sec Wapakoneta Sept 21 to 24 Akron Summit county Fair Oct 5 to 8 Albert Hale sec Ottawa Putnam county Fair Oct 5 to 9 A L Paul pres A P Sandler sec Coshocton Coshocton co Agr Socy Oct 12 to 15 E M Hanlon pres Corwin McCoy treas Robt Boyd sec

PENNSYLVANIA. Hookstown Mill Creek Valley Agr Society Aug 24 to 26 H W Nelson pres R M Swaney sec Kittanning Kittanning Fair Assn Aug 24 to 27 G R Brown pres Thos McConnell sec Orwigsburg Orwigsburg Agricultural and Horticultural Society Aug 31 to Sept 3 John T Shoener pres Hiester S Allright treas Andrew C Eisenhuth sec Lititz Warwick Driving Park Assn Sep 1 to 5 Reading Pa Berks Co Agri'l So Sept 7-10 James McGowan pres, Cyrus T Fox sec Greenville Greenville Agr Society Sep 14 to 16 Till Reiss sec Allentown Lehigh co Agr Socy Sep 20 to 24 Jeremiah Roth pres A W DeLong treas W K Mohr sec Newport Perry county Agr Society Sep 21 to 24 F A Fry sec Cambridge Springs Cambridge Fair Sept 21 to 24 Clark D Eckels pres H W Canfield treas Albert S Faber sec Dayton Dayton Agr and Mechanical Assn Sep 28 to Oct 1 W C Marshall sec Burgettstown Union Agr Society Oct 5 to 6 South Burgettstown Union Agr Assn Oct 5 to 7 Hugh Lee pres Wm Melvin secy Waynesburg Fair Assn J T Rogers pres T S Crags sec

WISCONSIN. Waukesha Waukesha county Agr Soc Aug 24 to 27 Frank W Harland sec Arcadia Arcadia Agl & D P Assn Aug 24 to 27 F C Richmond sec Sparta Monroe county Agr Soc Aug 24 to 27 Reeve sec Fennimore Fennimore Fair & D P Assn Aug 25 to 27 John Rogers sec race meeting July 5-6

Wausau Marathon county Agr Soc Aug 30 to Sept 1 L K Wright sec Appleton Fox River Fair and Driving Assn Aug 30 to Sept 3 M F Barbeau sec Haunton Juneau county Agr Soc Aug 31 to Sept 2 I C Baldwin sec Chippewa Falls Chippewa county fair Aug 31 to Sept 3 Chippewa Falls Chippewa county Agr Society Aug 31 to Sept 3 Jesse R Sharp sec Joscopol Boscobel Agr and D Assn Sept 1 to 3 F C Muffley sec Monroe Green county Agr Soc Sept 1 to 4 Frank Smock sec Antigo Langlade county Agr Soc Sept 2 to 4 John McGreer sec Rhinelander Oneida county Agr Soc Sept 6 to 8 F E Parker sec Tonah Eastern Monroe county Agr Soc Sep 7 to 9 M L Hinerman sec Chetek Barron county Agr Soc Sept 7 to 9 Joseph E Cartright sec Fond du Lac Kite Park Fair Assn Sept 7 to 11 H D Harkle sec Phillips Price county Agr Soc Sept 10 to 11 Fred W Ruff sec Ashland Ashland county Agr Soc Sept 14 to 17 R F Spencer sec Cumberland Cumberland Agr & D P Assn Sep 14 to 17 H S Cumstock sec Viroqua Vernon county Agr Soc Sept 14 to 17 E W Alexander sec Portage Columbia county agr society Sep 14 to 17 Kennedy Scott sec Rio Hudson St Croix county Agr Soc Sept 15 to 17 Frank Maguire sec Lancaster 42d Annual Fair Grant co agl Socy Sep 15 to 17 D Abrams pres T A Burr sec Menominee Dunn county fair Sep 20 to 24 G Galloway sec Milwaukee Wisconsin State Fair Sep 20 to 25 T J Fleming sec Madison Seneca Crawford county Agr Soc Sept 21 to 23 Fergus Mills sec West Salem La Crosse county Agr Soc Sept 21 to 23 F H A Nye sec Richland Center Richland county Agr Soc Sep 21 to 24 J G Bunnell sec West Bend Washington county Agr Soc Sep 27 to 29 Joseph Ott sec West Superior Douglas county Agr Soc Sep 28 to 30 Fred M Williams sec Elkhorn Walworth county Agr Soc Sept 28 to Oct 1 Geo L Harrington sec Beaver Dam Dodge county fair Sep 28 to Oct 1 C W Harvey sec Hortonville Agr Society H O Diestler sec

Horse Shows. Boston Mass April 26 to 29 Newport R I Newport Horse Show Assn Aug 23 to 28 Kansas City Mo Third Annual Horse Show Sep 7 to 13 Fairmount Park A E Ashbrook sec 6.00 Wyandotte st

Expositions. New York N Y Inter Art Expositions of U S at Lenox Lyceum April 7 to May 4 Nashville, Tenn. 1897. May 1 to Oct. 31. Winnepeg Man Winnepeg Industrial Exhibition July 19 to 24 F W Henbach mgr Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

Races. Little Rock Ark March 29 to April 8 Newport Ky April 1 to May 26 Memphis Tenn April 10 to May 1 Aqueduct L I Queens County Jockey Club Spring meeting April 28 to May 7 Summer meeting July 26 to 31 Fall meeting Oct 4 to 13 St Louis Mo May 1 Ideal Park Wis Ideal Park Racing Assn Begins May 3 Lexington Ky May 3 to 10 Nashville Tenn May 3-12 Louisville Ky May 6-27 Morris Park N Y (Spring) May 8-20 Morris Park N Y Westchester Racing Assn Spring meeting May 8 to 29 Fall meeting Oct 12 to Nov 2 Louisville Ky New Louisville Jockey Club May 12 to 24 Toronto Ont Ontario Jockey Club May 22-29 inc Ontario Ontario Jockey Club Woodbine Park May 22 to 29 Latonia Jockey Club Ky May 24 to June 26 Petrolia Ont May 24 25 Guelph Ont May 31 June 1 Gravesend I I Brooklyn Jockey Club Spring meeting May 31 to June 19 Fall meeting Sept 14 to Oct 2 Reading Pa June 2 to 4 Hamilton Ont June 3 to 4 Lititz Pa June 7 Colorado Springs Col June 3 to 10 New York June 8 to 11 Stratford Ont June 8 to 10 Portland Me Rigby June 8 to 11 Denver Col June 12 to 19 Urichsville O June 15 to 17 Rockport O June 15 to 17 Medford Mass June 15 to 18 Port Huron Mich June 15 to 18 Lincoln Neb June 16 to 18 St Joseph Mo June 22 to 25 Newburg O June 22 to 24 Aylmer Ont May 21 to 24 Sheephead Bay L I Coney Island Jockey Club summer meeting June 22 to July 10 Autumn meeting Aug 24 to Sept 11 Anaconda Mont June 26 to July 2 St Thomas Ont June 29 to July 1 Fort Erie Canada Fort Erie Jockey Club June 29 to July 3 and 5 Peoria Ill 1st meeting June 29 to July 2 2d meeting Aug 10 to 13 W L Slagel sec Detroit Mich Highland Park June 30 to July 3 Warren O Oak Grove D C June 30 to July 3 Battle Creek Mich June 30 to July 3 Omaha Neb June 30 to July 3

Summer Ia July 2 to 3 Lititz Pa July 5 Youngstown O July 5 to 7 Rik Point S H July 2 to 11 Erie Pa July 5 to 8 Peoria Ill July 6 to 9 Portland Me Rigby July 6 to 9 L J Salle Ill July 6 to 9 M Cummings sec Windsor Ont July 5 to 10 Brighton Beach Nineteenth annual meeting The Brighton Beach Racing Assn July 6 to Aug 23 Petrolia Ont July 10 to 15 Rockport O July 14 to 16 Medford Mass July 13 to 16 Mendota Ill July 13 to 16 Geo H Madden sec Detroit Mich G Circuit July 19 to 24 Wingham Ont July 20 to 22 Providence R I July 20 to 23 Circleville O July 20 to 23 Aurora Ill July 20 to 23 C C Hackney sec Akron O July 21 to 23 Cleveland O G Circuit July 26 to 31 Brantford Ont July 27 to 29 Ottawa Ill July 27 to 30 L W Hess sec Saratoga Springs N Y Saratoga Assn July 28 to Aug 21 Butte Mont July 27 to Aug 28 Tilsburg Ont Aug 3 to 5 Griggsville Ill Aug 3 to 6 Henry Ill Aug 3 to 6 C A Camp sec Middletown Ind Aug 3 to 7 Youngstown O Aug 4 to 6 Portland Me Rigby Aug 6 to 9 Hagerstown Ind Aug 9 to 14 Brighton Beach L I Brighton Beach Assn First meeting July 6 to 24 Second meeting Aug 9 to 23 Welland Ont Aug 10 to 11 Warren O Oak Grove D C Aug 10 to 13 Webster City Ia Aug 10 to 13 Erie Pa Aug 12 to 15 Ottumwa Ia Aug 16 to 19 Macomb Ill Aug 16 to 20 Canton O Aug 17 to 19 Port Huron Mich Aug 17 to 20 Logansport Ind Aug 17 to 20 Rich Hill Mo Aug 17 to 20 Macomb Ill Aug 17 to 20 Carroll Ia Aug 17 to 20 Medford Mass Aug 17 to 20 Syracuse N Y State Fair Aug 23 to 27 Newcastle Ind Aug 24 to 28 Orangeville Ont Aug 24 to 25 Arcadia Wis Aug 24 to 27 Columbus Junction Ia Aug 24 to 27 Fredonia Kan Aug 24 to 27 Rutland Vt Aug 24 to 27 White River Junction Vt Aug 24 to 27 Terre Haute Ind fair Aug 30 to Sept 3 Elwood Ind Aug 30 to Sept 4 Columbus O State Fair Aug 30 to Sept 4 Colburn Ont Aug 31 to Sept 1 Champion Ill Aug 31 to Sept 3 Vermont and Northern New York Trotting and Racing Circuit Burlington Aug 31 to Sept 3 Plattsburg Sept 7 to 10 Canton Sept 14 to 17 Potsdam Sept 21 to 24 Wooster O Aug 24 to 27 Youngstown Vt Sept 1 to 3 Burlington Vt Aug 31 to Sept 3 Crawfordsville Ind Sept 6 to 10 Wheeling W Va Sept 6 to 10 Hornellsville N Y Sept 6 to 10 Lausling Mich State Fair Sept 6 to 11 Hamline Minn State Fair Sept 6 to 11 Oskaloosa Ia Sept 6 to 9 Kokomo Ind Sept 6 to 10 Providence R I Sept 6 to 10 Morrison Ill Sept 7 to 10 Reading Pa Sept 7 to 10 Liberty Mo Sept 7 to 10 Toledo O Sept 6 to 11 Plattsburg N Y Sept 7 to 10 Youngstown O Sept 8 to 10 Sac City Ia Sept 8 to 10 Bardonia Ky Sept 7 to 12 Warren Pa Sept 14 to 17 Medford Mass Sept 14 to 17 Bethlehem Pa Sept 14 to 17 Washington Pa Sept 15 to 17 Evansville Ind Sept 13 to 17 Indianapolis Ind State Fair Sept 13 to 18 Des Moines Ia State Fair Sept 13 to 18 Greenfield Ind Sept 13 to 18 Rutland Vt Aug 17 to 19 Canton N Y Sept 21 to 24 Omaha Neb State Fair Sept 20 to 25 Sedalia Mo State Fair Sept 20 to 25 Richland Center Wis Sept 21 to 24 Potsdam N Y Sept 21 to 24 Springfield Ill State Fair Sept 22 to Oct 2 Red Oak Ia Sept 27 to Oct 2 Baltimore Md Pimlico Driving Club Spring meeting 1st week in June Fall meeting Sept 27 to Oct 1 Malone N Y Sept 28 to Oct 1 Hillsdale Mich Sept 27 to Oct 1 Terre Haute Ind Sept 27 to Oct 3 R G Watson sec Malone Vt Sept 28 to Oct 1 Providence R I Oct 5 to 8 Lexington Ky Oct 5 to 16 Brocton Mass Oct 6 to 9 Aberdeen S D State Fair Oct 11 to 16 Medford Mass Oct 13 to 15 Louisville Ky Oct 18 to 20 Salem O July 3 to 4 and July 23 to 30 Newark O June 29 to July 2 Columbus O July 6 to 10 Portsmouth O July 27 to 30 Chillicothe O Aug 3 to 6 Washington C H Aug 10 to 13 Lancaster O July 13 to 16 Xenia O Aug 17 to 20 Butte Mont Aug

The Donaldson Fair Posters are the Finest on Earth Secretaries write for samples. Address DONALDSON LITHO CO., Cin., O.

CONVENTIONS,

Fetes, Celebrations, Etc.

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

- Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 1-20, 1907. J. Ballard Carroll, sec'y, Albany, N. Y.
- Chicago Ill. Illinois Press Assn July 7
- Chicago, Ill. National Association Moulding and Picture Frame Manufacturers Dec. 15, 1907
- Cincinnati 11 Ohio State Library Assn Oct 5 to 7 A. W. Whelpley pres
- Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters and Decorators Association July 27-28, 1907. W. J. Albrecht, sec'y, Toledo, O.
- Cincinnati O. Irish Landwehr Verein Aug 2 S. R. Bonwright sec Cincinnati
- Cincinnati O. Brotherhood of Locomotive Firemen Jan 21 J. V. Reynolds sec Cleveland O.
- Columbus O. Army of the Cumberland Sept 21-23
- Kansas City Mo. 3rd annual Kansas City House Show Fairmont Park Sept 7-13
- Nashville Tenn. Laundrymen's National Assn Sept
- Nashville Tenn. United Confederate Veterans June 22-24 Col. J. B. O'Brien Director General Nashville
- Newark O. Newark Driving Assn John H. Swisher pres, C. Seymour treas June
- Orlando Fla. National Good Roads Congress Feb 2 1908
- Philadelphia Pa. German American Journalists' Assn Date not decided
- Pittsburg Pa. Grand Encampment of Knights Templars 2d Tuesday in Oct. W. R. Melish Gr Junior Warden
- San Antonio Tex. International Association of Ticket Agents Mar 10
- St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9, 1907. Clarence E. Runey, sec'y, Waukegan, Ills.
- San Francisco Cal. Carnival of the Golden Gate April 19 to 25 General R. H. Warfield pres Henry I. Fisher Cor sec S. H. Friedlander director
- Troy N. Y. New York State Assn of Master Painters and Decorators July 7-8
- Warren O. Oak Grove Driving Club July and Aug. B. F. Pew pres, M. S. Clapp sec
- Washington D. C. Universal Postal Congress May

Poultry Shows.

- Amesbury Mass. Amesbury Poultry and Pet Stock Assn. M. H. Sands sec'y
- Seneca Falls N. Y. Seneca Poultry and Pigeon Assn. Fred Habel sec
- Peoria Ills. Peoria Feathered Stock Assn. Jan 4 to 8 1898 Robert Joos supt
- Johnstown N. Y. Adirondack Poultry and Pet Stock Club November
- Rochester N. Y. Rochester Poultry Show Jan 10 to 15 1898 J. J. Beveridge sec

Dog Shows.

- St. Louis Mo. St. Louis Kennel Club March 31 to 6 Wm. Hutchison sec
- Chicago Ill. Mascotah Kennel Club March 10 to 13 E. M. Oldham supt
- Louisville Ky. Kentucky Kennel Club March 7 to 20 J. A. Reaves sec
- Pittsburgh Pa. Duquesne Kennel Club March 24 to 27 W. E. Littell sec
- Baltimore Kennel Assn. March 30 to April 2 Dr. G. W. Massamore sec
- San Jose Cal. March 31 to April 3
- Stockton Cal. Stockton Kennel Club April 7 to 10 John Heffernan sec
- Los Angeles Cal. Southern California Kennel Club April 14 to 17
- West Point Miss. Field Trial Champion Assn Feb 16 W. H. Stafford sec
- Morris Man. Manitoba Field Trials Club Sept 6 Jno. Wootton sec
- Newton N. C. Eastern Field Trials Club Nov 15 S. C. Bradley sec
- Stockton Cal. April 7 to 10
- Louisville Ky. Kentucky Kennel Club March 17 to 21 Francis J. Hogan sec 317 4th ave

CRITTENDEN & CO.,

City Bill Posters and Distributors, CENTRALIA, ILL.

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

If you are an up-to-date advertiser you want the latest and best advertising novelties. Before placing your order write

The Adv. Novelty Co., 32, 34 & 36 E. 3d St. CINCINNATI, OHIO.

Manufacturers of and dealers in Domestic and Imported Advertising Novelties, Cards, Calendars, Panels, Shapes, &c



Something to think about



DONT KICK



Look Here!



BE IN TIME.

The Asa Richards Cassidy Co.

ADVANCED IDEAS IN ADVERTISING.

Hulbert Block, S. E. Cor. 6th and Vine Sts., CINCINNATI, O.

Pictorial and Descriptive Hints pertinent to any and everything advertisable.

A New and Artistic Line of Eye Catchers, from originals by Asa Richards Cassidy, who aims hereafter to keep the advertising world supplied with an abundance of absolutely fresh material at very moderate cost. Write for catalogue.

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

THE HUSTLER ADVERTISING CO.

Prompt personal service guaranteed at all times. OUT-DOOR ADVERTISING IN ALL ITS BRANCHES. The only exclusive distributing service in city.

W. H. CASE, MANAGER.

24 NORTH MINER STREET. FORT WAYNE, IND.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc. Playing Cards and Ivory Goods. Club Room Furniture, Faro and Poker Chips, Sporting Goods.

OGDEN & CO.,

Manufacturers of

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

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

Automatic Game Devices at Lowest Prices. 185 Clark Street, CHICAGO, ILL.

The Bill Poster

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

POSTERS OF ALL KINDS, AND HAND BILLS

— — — — — TOO — — — — —

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

THE GREAT American Engraving and Printing Co.

57 BEEKMAN ST., NEW YORK.

T. R. HAWLEY, Pres.

R. E. ROYLANCE, Sec'y.

Bill Posters' Paste Brushes.

PRICES
 8 inch, \$2.25 Each
 10 inch, \$2.75 Each
 12 inch, \$3.00 Each

SEND YOUR ORDERS TO:
 The Donaldson Litho Co., Cincinnati, O.

Advertising Managers.

List

- Manchester, N. H., Est. Population, 55,000
- Concord, N. H., Est. Population, 23,000
- Nashua, N. H., Est. Population, 25,000

We also give you same personal service at same prices in Lowell, Lawrence, and Haverhill, Mass.

With the Reliable Distributors.

D. J. Lefebvre Advertising Co.

Box 483, MANCHESTER, N. H.

Service Guaranteed. It's our line of business. Our only trade.



I noticed recently quite an innovation in Toledo, O., in the way of advertising—a hypnotized man lying in a show window.

Deceit in advertising is like a man on the doubtful list in politics. One cannot tell which way it is going.

TO FASTEN LETTERS TO GLASS.—The *Canadian Druggist* says that a cement can be made that will not be effected by moisture, even if the glass to which the letters are attached should be submerged in water for several days, as follows:

India rubber, 1 part.

Mastic, 3 parts.

Chloroform, 50 parts.

Let it stand in a well-corked bottle for several days, until completely dissolved. As it becomes thick very soon when exposed to the air, it must be applied very rapidly.

You can go a fishing,
But you cannot make 'em bite;
You can write an ad sign
That appeared to be just right;
But, without your hook be baited,
The fish will pass it by,
And, without your ad be catchy,
You might as well write "pie."

MORAL.—It is an easy thing to write an advertisement. The trouble is, to get people to read it.

Every man who essays to paint a sign without good brushes ought to be obliged to wear a placard on his back bearing the words, "emotional insanity," minus the e.

A great many ad signs and advertisements are like the story of the little Southern boy, when asked if his father had a good mule, who mournfully replied, "One end of him is good."

Children are great lovers of pictures. An advertisement that is illustrated is sure to gain attention from them. Many a sale has been made through the influence of children. They see the ad and call attention to it, consequently it is read by their elders. This would not be the case if the ad was not illustrated. Hence it would be a wise plan for the advertising sign painter to illustrate his work so as to please children. They will do the rest.

We cannot understand why some people consider the theater poster so "shockingly bad," when they will gloat over the newspaper report of a sensational divorce case, or glory in the downfall of some poor woman. They, generally speaking, are the ones who serve God on Sundays by going to church in the forenoon and reeling off prayers by the furlong, then put in the rest of the day talking about their neighbors.

No matter what the shape of the letters are, the lines should be regular and uniform. Hence the sign painter should take care of his hands. Do not wash them with turps. According to physicians, turpentine has a tendency to make the fingers stiff if used often. Good soap and warm, soft water is the best.

Judging from the black and white reproduction of the prize-taking sign at the late convention of the Master House Painters of Pennsylvania, at Wilkesbarre, the rest must have been sorry concerns. The letters are put on a figure ground, the lower part of which resembles the government shield. The letters are of the most primitive type, mainly of Gothic and Roman. No doubt the work was finely executed, and probably the original looks much better than the reproduction; but as an advertisement it falls far short of being up to date.

One of the chief advantages in ad sign work is the paint. The ad sign painter has all kinds of surfaces to contend with. For this reason the paint should be thin, yet possess great covering qualities. Pure linseed oil always works hard on a rough surface. Linseed and paraffin oil mixed half and half makes an easy flowing oil, and will last quite as long as pure linseed. If not thin enough, thin with benzine. It is claimed by some that benzine destroys the binding qualities of linseed oil. This is an error. There is not a ready mixed paint made but what contains benzine, and we know that many of them will last longer than white lead and oil. For cheap work, or for work that is not required to stand long, dissolve one pound of white vitriol in three gallons of water; add one gallon of boiled linseed oil; then stir in dry colors you wish until a good brushing consistency is obtained.

There is not as much shading practiced in sign painting as formerly, particularly in illustrated work. The letters are usually made plain, or with very little shading, the most attention being given to the illustration.

The more the ground is scrolled the greater should be the contrast between it and the letters, and the plainer they should be. Scrolled letters on a scrolled ground are always hard to read.

High contrast is strenuously objected to by the old school of sign writers. They are not supported in their views by the modern theory of good advertising. "To read as you run," is the modern advertiser's motto. Necessarily, there must be striking effect, which is imparted to its fullest degree by contrasting colors. Where there is a sharp contrast between

the letter and the shading it may be neutralized by drawing a line of some neutralizing color between them.

The men who are making the most money in the advertising business are those who are master of detail, and are able to put their knowledge into practical effect. Our big business men are not experts in details (exceptions, of course). When depressing times come they invariably go to the wall. Note the numerous instances within the last year. The men who are good in detail do not fear hard times. They are masters of the situation.

There are a number of works on sign painting, but, if I mistake not, the most of them are the work of artists, and not of practical sign painters. The simpler parts are too stiff and formal, giving the semblance of print or small lithographic work, while the more artistic portions are too complicated to meet the wants of the every day sign painter.

The difference that certain tints of colors present on the perpendicular surface of a wall to that which they offer on a plane, is well worthy the attention of painters, says the *Western Painter*. Tints that appear clear when placed on a table will often present a muddy or crude appearance on the wall. The difference is accounted for by the changed condition of reflection and position of the spectator. In selecting a tint for a sign, it is always best to tint it by a slight dab on the surface it is to occupy, allowing for the effect of contiguous colors.

In first class sign painting too much care cannot be exercised in selecting the primer. On this rests the durability of the subsequent coats. We observe daily signs where the ground coat is broken while the black portion of the letters are yet in a good condition.

Painters should not follow conventional rules too closely. The day has come when it is necessary to cultivate artistic tastes in order to gain a reputation as a workman, and no trade has a more diversified field for the development of such talent than that of the sign painter.

Bronzes of all kinds look and wear better when put on dry.

Carmine is made from the cochineal insect. It is very sensitive to light and temperature.

Gold leaf is burnished by rubbing with refined raw cotton. This is a good material for burnishing any kind of bronze.

Do not put a new brush in water until it has been thoroughly soaked in oil.

"BLOW YOUR OWN HORN."—In these days of dull times and bold competition, a man, to be successful, need, to own his own horn, and keep tooting it continually. If he intends to increase his business by advertising, he must make a rush for the front seat, crowding past his slower neighbors; and, when he gets there, take a first mortgage on all the other seats, as if to intimate that he could close in and occupy them, one and all, at any time he wished. These are fretful, discontented days. More intense quality is what is

needed in all kinds of advertising. If your product is good, don't be afraid to say so. If the man who claims himself a scientist or a philosopher can substantiate his claim by showing the goods, the public is not going to conduct a civil service examination to ascertain whether he is or not. But if he says he is a "slow, groveling worm in the dust," people will take him at his word, and the next thing will be: "Get out of here, we have no use for you!"

The advertising painter who doesn't put energy and thought in his work is like a mosquito without a bill—lots of buzzin', but no bite. I once heard a story about P. T. Barnum. One of his men died very suddenly. After the post mortem the doctor said to Mr. Barnum: "Why, that man's brain weighed fifty-six ounces, as much as Webster's or Napoleon's." "I don't wonder at that," said Barnum, "he wrote the advertisements for the show."

A good advertiser is most generally good pay. He has the money to pay with. He may not give as much as others promise, but you won't have to ask him twice for your money; usually, not at all.

"Luminous floor plates have come to meet a long felt want," says an exchange. That may be so, but in the case of Mr. Budge it didn't quite work. His wife had one put up on New Year's day, during his absence, thinking to help the old gentleman to find the door. Mr. Budge had been celebrating the day in right royal style. After taking the revolving degree, he meandered slowly and wearily towards home. When he arrived, the door plate was making forty revolutions a second. He stopped and gazed at it a second, and remarked: "Hic, uh; whash been puttin' up one of them durned Fourth of July wheels at my door!"

Luminous signs, which are intended to be read from passing trains, would present a weird aspect on a dark night. In the next issue of *BILLBOARD* we will give the correct process of making all kinds of luminous paints in all colors.

Farm and Home, that excellent little farm paper with such an immense circulation, is using the colored poster as an advertising medium.

Purely Personal.

M. Kingsley, 48 West St. Rutland, Vermont, is a painter who also posts bills and does paper hanging as well.—W. E. Williamson, Bulletin, wall and fence advertiser, of St. Louis, uses the rear view of a baldheaded man for an envelope, on the shining pate of the man appears this legend: "Signs painted anywhere on earth."—Harry K. Apple, who succeeds the Indiana Sign Co., at Indiana, Pa., also does paper hanging and bill posting.—"Hote" the Sign King in private life known as Mr. C. S. Houghtaling, has ordered an extra copy of *THE BILLBOARD* sent to his home address, in New York. We will wager no other of all the advertising papers has had like consideration at his hands.—G. G. O'Brien, who conducts a superb bulletin service in Pittsburg, also does an extensive business in painters and paper hangers' supplies, plate and blown glass, room mouldings, etc.—The Curran Co., is the right party at Denver, Col.—Jas. G. Jordan, of Henderson, N. C., says business is dull.—W. J. Phelps, of Sanford, Me., though a new one has a fine lot of boards. He will join the association shortly.—Chas. Krutz, of Gosden, Ind., has been in the business since 1866.—S. E. Riblet, of Galion, O., is getting along nicely.—C. H. Andrus, who paints signs all over northern Vermont, is now located at Woburn, Vt.—The Howland Advertising Sign Co., are located at Rome, N. Y. See their advertisement in another column.—Henry C. Cross, of Paterson, N. J., wants a visit of the Brush, as does also the W. D. Husted Adv. Co., of Mansfield, Pa.—Val Shreier, of Milwaukee, does a good business in signs. He strips all over the country.

No Wonder You Are

disappointed when your distributing is not done the proper way. You can avoid this by sending your work to us. Good Work, reasonable rates are our watchwords.

J. E. STROYER CO.,

114 Weld St., Rochester, N. Y.

Member I. A. of U.

CHILLICOTHE, ILL.

CHARVET BILL POSTING CO.

HENRY CHARVET, Manager.

Seven Cities Covered. Population, 12,000.

Correspondence Solicited. 1907

Utah and California!

Are two of the most magnetic names in the roll of States, and the best way to reach them is over the

RIO GRANDE WESTERN RAILWAY, "Great Salt Lake Route."

As the titles indicate, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. G. W. for this reason, as well as for the magnificent scenery, superb equipment and fast time. Write to F. A. WAHLFELCH, General Passenger Agent, Salt Lake City, Utah, for particulars.

Scranton, Pa., 654 Deacon St.

J. H. Beltz, member I. A. of U., samples put out, circulars distributed, signs nailed up. Work is guaranteed. 200,000 people in the city. 1907

Jackson, Ga., C. A. Henderson & Co.

Member I. A. of U., advertising agents. Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Plains, Macon, Forsyth and Barnesville. Includes population of 175,000. 1907

Springdale, Arkansas.

Circulars, samples, booklets, almanacs, etc., honestly and thoroughly distributed from house to house at reasonable rates. Address D. H. Whitener. 1907

Grand Rapids, Mich.

George M. Leonard, Reliable Distributor

Winona, Minn. Pop. 25,000.

Winona Circular Dist. Co., 78 E. Second St. General Outdoor Advertisers, Sign Tackling specialties. 1907

Pittsburg, Pa. Pop. 560,000.

Established 1867. The "TWIN CITIES" Distributing Agency. DISTRIBUTORS: Office 6, Sixth St. Branch, ALLEGHENY. L. T. Henson, Manager. 1907

Mattapan, Mass. D. L. Cushing,

Circular Distributor and Gen. Advertiser.

Milford, Mass. Pop. 9,000.

E. R. Neigh, Distributor. 37 Main St. 1907

Tucson, Arizona, 2,000 ft. of boards

WM. BETH Box 118. 1907

Delaware, O. G. D. McGuire,

City Bill Poster and Distributor

Stavanger, Minn. O'Leary, Bill Poster and Distributor

1907

Evansville, Ind. 75,000. Licensed.

Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. 1907

Laconia, N. H. Pop. 15,000.

Colomb Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager. Owns all boards in the city and suburbs. 1907

Woodland, Cal. Metz & Glendonburg, Bill Posters.

1907

W. E. Patton, Corinth, Miss.

Bill Poster and Distributor. Reference furnished. Box 161. 1907

Waukesha Wis. Colwell F. Meeks, City Bill Poster and Distributor

628 Main Street. 1907

Aurora, Ills. B. Marvin.

Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000. 1907

The Enquirer Job Printing Co. Cin. O.

THEATRICAL
DESIGNERS,
LITHOGRAPHERS
AND GENERAL
JOB PRINTERS.

*
Poster
Work
Our
Specialty
*

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

FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,

187 Schuyler Avenue, KANKAKEE, ILL.

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

NOTHING EXCELS THE SERVICE RENDERED BY THE

BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR

OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

Special care given to
House-to-house Distributing

Prompt Service by
Reliable Men.

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

JOHN T. WILLIAMS, BILL POSTER.

346 Morrison St., PORTLAND, OREGON.

Population 40,000.

'97

Established 1868.

The Babbitt Ticket Account Book. The Babbitt Entry and Record System.

Madison, Wis., April 1st, 1897.

Secretary of the Fair, Any Old Place, U. S.
Dear Sir— I am a practical and experienced man in the fair business. No books on the market have ever perfectly suited me, so I get up a line of books of my own. I AM HARD TO PLEASE, but MY BOOKS SUIT ME. I worked a — of a long time on them before they did though. I believe that for keeping track of entries, awards and tickets, they are strictly all right. I know it. They cost money, it takes the long green to buy them, but they keep you from getting balled up in your accounts. Why not drop me a line and get a sample page or two.

Arthur Babbitt

Sec'y of Wisconsin Fair Managers' Association
Ass't Sec'y of Wisconsin State Fair.

SEND FOR A COPY OF

Business

The Office Paper

Mailed free to all mentioning this advertisement. BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing.

To read BUSINESS is a liberal commercial education in itself. The office of BUSINESS is to be in every office. Monthly, \$2 a year. Address

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

Sterritt Show Printing Co., San Francisco, Cal.

Blaney, Wm. E., Expert Ad Writer, Station T, Boston, Mass.

Howland Advertising Sign Co., Mural Signs and Painted Bulletins, Rome, N. Y.

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

Boston, Mass. Pop. 500,000. Lou's Braad, Distributor. 5 Heath ave. 11

Meridian, Miss., Pop. 15,000. L. D. Huffer, city bill poster and distributor. 1907

Rutland, Vt., M. Kingsley. Owns and controls all billboards. Address 18 West St., Rutland, Vt.

Parkersburg, W. Va., Pop. 15,000. C. C. Leuvord, bill poster and distributor. Reference any bank in city. Satisfaction guaranteed. 1907

Paducah, Ky., H. Joseph Harth. Unexcelled Distributing Service. 1907

Scranton, Pa. Population 120,000. The Metropolis of the coal regions. Reese & Long, Distributors. 1907

Chillicothe, Mo., Z. B. Myers. Owns all bill boards. Tackling, Distributing and Bill Posting done satisfactory or no pay. Write him. 1907

Atlanta, Ga., 124 Haynes St. Wm. Pedon, Advertising Distributed. Signs tacked up in this and adjoining counties. \$1.00 per 1000 and up. 1907

Terre Haute, Ind. James M. Dishon, Distributing, 29 South 5th St. 1907

Carlisle, Ind. Sullivan Co., K. J. Chilcote, Distributor. 1907

Manning, S. C. Distributor. T. M. Young, Manager. P. O. Box "Y." 1907

Charleston, W. Va. Pop. 15,000. E. H. Carwithen, Distributor. Satisfaction guaranteed. Six adjoining towns. 1907

Bangor, Me., and Neighboring Cities. Pop. 40,000. Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. 1907

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

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

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

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

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

RUBBER STAMPS.

Climax Stamp Works, box 106, Helgreen, Ala. Sample—any wording—and self-inking pad, etc.

THEATRE TICKET PRINTERS.

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

"That New and Different Paper."
The Ad-Writer

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

All that its name implies.—*Newspaper Ink.*
Worth its weight in gold to anybody who writes ads.—*The Country Editor.*
Made up of bright things, nicely condensed.—*Elmer (N.J.) Times.*
It starts right and promises well.—*National Cooper's Journal.*

SAMPLE COPY TO YOU, FREE.
H. H. PARAMORE, Editor,
519 Olive St., St. Louis.
Twelve Months for a Dollar.

Nashville Distributing and Advertising Co.,

150, N. Cherry Street, NASHVILLE, TENN.

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

Member International Association of Distributors. This association guarantees service of its members. #7 JAMES L. HILL, Mgr

The Christmas Billboard, 1897.....

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

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

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

ESTABLISHED 1876.

CHARLES W. YORK,
Bill Poster and Distributor.
HAVERHILL, MASS.

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

AMBROSE, INDIANA COUNTY, PA.

Rural Advertising Co.

Contractors for Outdoor Advertising. House to-House Distributing a Specialty. Prompt and reliable service guaranteed.

S. J. MCMANIS, MANAGER.

G. F. BANGASSER & CO.
CITY BILL POSTERS AND DISTRIBUTORS, #97
Signs Tacked and Signs Painted. Own all Billboards in our locality. P. O. Box 35
MCMINNVILLE, OREGON.

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

Owens and controls all billboards and dead walls in the city.
Also DISTRIBUTING carefully attended to

PERFUME.

SACHET POWDER—The daintiest, sweetest, most lasting for packet, drawer or closet. Will scent everything. Ten cents a package.
G. F. TUCKER, Sheldon, Mo.
Box 157. #97

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

"Mr. Manager!"

"One Moment Please."

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

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

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

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

WE have no alleys, back fences, "charlie boxes," boys or "bums."
WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

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

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

A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

MIDDLETOWN Advertising Co.

THOMAS KAIN, Manager.

88 South St., MIDDLETOWN, N. Y.,

Distributors and General Advertisers.

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

We Want Your Work!

Bill Posting, Distributing, Card Tacking and Fence Painting.

STAR BILL POSTING & SIGN CO.

EDWARD H. GRUZARD, Manager. COLUMBUS, GA.

LICENSED BILL POSTING, TACKING, DISTRIBUTING.

J. S. CRAIG,
319 LEXINGTON AVENUE,
HASTINGS, NEB.

Own and Control all Boards and Privileges.
20,000 Square Feet of Boards. POPULATION 15 000.

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

THE AULT & WIBORG CO'S
POSTER INKS

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

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

RIGG BROS.

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

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

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

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

HENRY C.
CROSBY
ADVERTISING

SIGNS,
Romaine Building.
#97 PATERSON, N. J.

NIGHT & DAY.

That is just the way we are working now.
Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

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

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.

Owens all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.
WM. R. WILLIAMSON, Manager

Wilmington, Delaware. Population, 75,000

WILMINGTON BILL POSTING, DISTRIBUTING AND ADVERTISING COMPANY,

Established in 1883.

Jesse K. Bayles, Proprietors. D. K. Jackson, Supt. Geo. W. Jackson, Supt.

Own all the prominent boards throughout the city. Satisfaction guaranteed on all work.

Office, Grand Opera House, **Wilmington, Delaware.** Population, 75,000

Eastern Ohio Distributing Bureau
Box 153, YOUNGSTOWN, O.

Circulars distributed. Signs nailed up. Advertising matters of every description through Western Reserve. Member I. A. of D.

HERMAN DELKER
Bill Poster - - Distributor,
JUNCTION CITY,
Box 402. KANSAS.

What is worth doing at all,
is worth doing well.

JNO. H. JONES,

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population, 50,000. Dwellings, 85,000. Member I. A. of D.

Office, N. W. Cor. Mount & McHenry Sts.,
BALTIMORE, MD.

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

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

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

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

Lu Verne, Minn. Pop. 3,000.
Oona M. Baer, Bill Poster and Distributor, Box 40.

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

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

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

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

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

Lorain, O., P. J. Smith,
Bill Poster and Distributor.

Laramie, Wyo.
H. E. Root, Mgr. Opera House and City Bill Poster and distributor (the'd), 150-24 St.

Belvidere, Ill.
Ed. W. Hill, Bill Poster, 312 Caswell St.

Uncommon Descriptive Posters

are a good deal rarer than a great many people suppose; you do not see them often by any means. There is no dearth of the other kind, the ordinary, the commonplace descriptive poster. You find it everywhere, performing its duty, it is true, but in a careless, perfunctory and indifferent manner. Have you ever seen a careless, poorly-paid servant girl at work? Did you ever notice how she sloughed through and slighted her work? Well, that's just the way that the common descriptive poster does its work. But with the uncommon, it is different. This latter, cries aloud in the thoroughfares. It stands boldly on the boards, no matter what its environment may be, and drowns the outcries of competing posters, compelling attention by its perfect poise and unison. That is the uncommon, descriptive poster, the kind you cannot get at a country office, in fact, there are very few offices where you can get them, for the reason, that the art of poster composition is but little understood. They may be had, however. If you doubt it, send your order to

Hennegan & Co.
CINCINNATI, O.

For **\$182.00**

Member International Association of Distributors.

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

W. H. Steinbrenner

ROOM 609, LINCOLN INN COURT, 519 MAIN ST.

CINCINNATI, O.

The W. D. Husted Advertising Co.

Town and Country **BILL POSTERS,**

Distributors, Bulletin Sign Painting,

AND

Out door Advertising of every description

Office: 67 Main Street,
MANSFIELD, TIOGA CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN **MANSFIELD.**

The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

Are You in Need

Of a traveling salesman to advertise your goods and take orders? One who can give the best of references and who understands his business. Address

ADVERTISER,
Care The Billboard.

Mexican International R. R.

EAGLE PASS ROUTE.

The Short Standard Gauge Line between principal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER,
Commercial Agent, Commerce Bldg., Cincinnati, O.

C. K. DUNLAP,
Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

Licensed and Responsible
Bill Posters and Distributors.
WE ARE SUCH.

BROWN & WATSON
Pop. 10,000. PERU, IND.

Wilmington, North Carolina. Population, 25,000.

Thos. P. Day & Co., Bill Posters and Distributors

Hillsboro, Texas.

Phillips Bros., City Bill Posters and Distributors.

Oswego, N. Y., F. E. Munroe.

Licensed Bill Poster, Distributor and Sign Painter.

Troy, Ill.

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

Po'keepsie, N. Y. 24 Mechanic St.

M. F. Sprenger, The Honest King Bill Poster and Distributor.

Waukon, Iowa. Wm. S. Hart & Co.

Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa only.

Nanaimo, British Col. Pop. 7,000.

A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co.

Theatrical and City Bill Posters, Distributing and Advertising Agents. Work promptly and properly executed.

FORT WAYNE, IND. C. B. Woodworth, Manager.

DENVER, COLO.

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

Lima, Ohio. Pop. 20,000,

W. C. Tirrill, City Bill Poster and Distributor. Work promptly done.

Memphis, Tenn.

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

Milford, Mass.

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 22 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express.

Newport, Ky. G. H. Otting & Son,

Own and control all boards. Good Service.

Waukegan, Ill.

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

I Want To Place Your Bill Posting! —

I have made this style of advertising a study for years; and in that time I have placed the posters and other display for a number of large firms. I have traveled from town to town, and personally superintended the placing of this matter, and I am thoroughly conversant with the needs and the capacities of the various cities and towns.

I have letters, recent letters, from nearly every bill poster in America, naming rates, and stating *their* ideas of the quantities of paper needed to adequately cover their territory.

I have the estimates of the largest theatrical booking agents, as to the quantities of paper needed to bill the various towns that their shows reach.

Here, at your service, is the bill poster's estimate; the theatrical agents' estimate, and my estimate from my own experience and from my knowledge of what other advertisers are doing *just now* and the results they are obtaining.

I can do you lots of good in this line. You, yourself, have not the time to do this work. Your salesmen are worth more to you selling your goods. Your jobbers, or selling representatives in the various cities, each has an idea of his own; you can't follow them all; and, after all, their opinions are not from experience.

And, my services cost you nothing. That's right - nothing.

Come and see me; let us talk the matter over.

Sam W. Hoke

107 West
28th St.

TELEPHONE
CONNECTION.

“LONG-DISTANCE
BILL POSTING
CONTRACTOR.”

NEW YORK.



Sam W. Hoke, New York.
Morrison HAYMARKET THEATRE BLDG.
161 WEST MADISON ST.
CHICAGO.

SAY! DON'T FORGET THE ADDRESS! **SEE!**
..... 107 WEST 28th STREET.