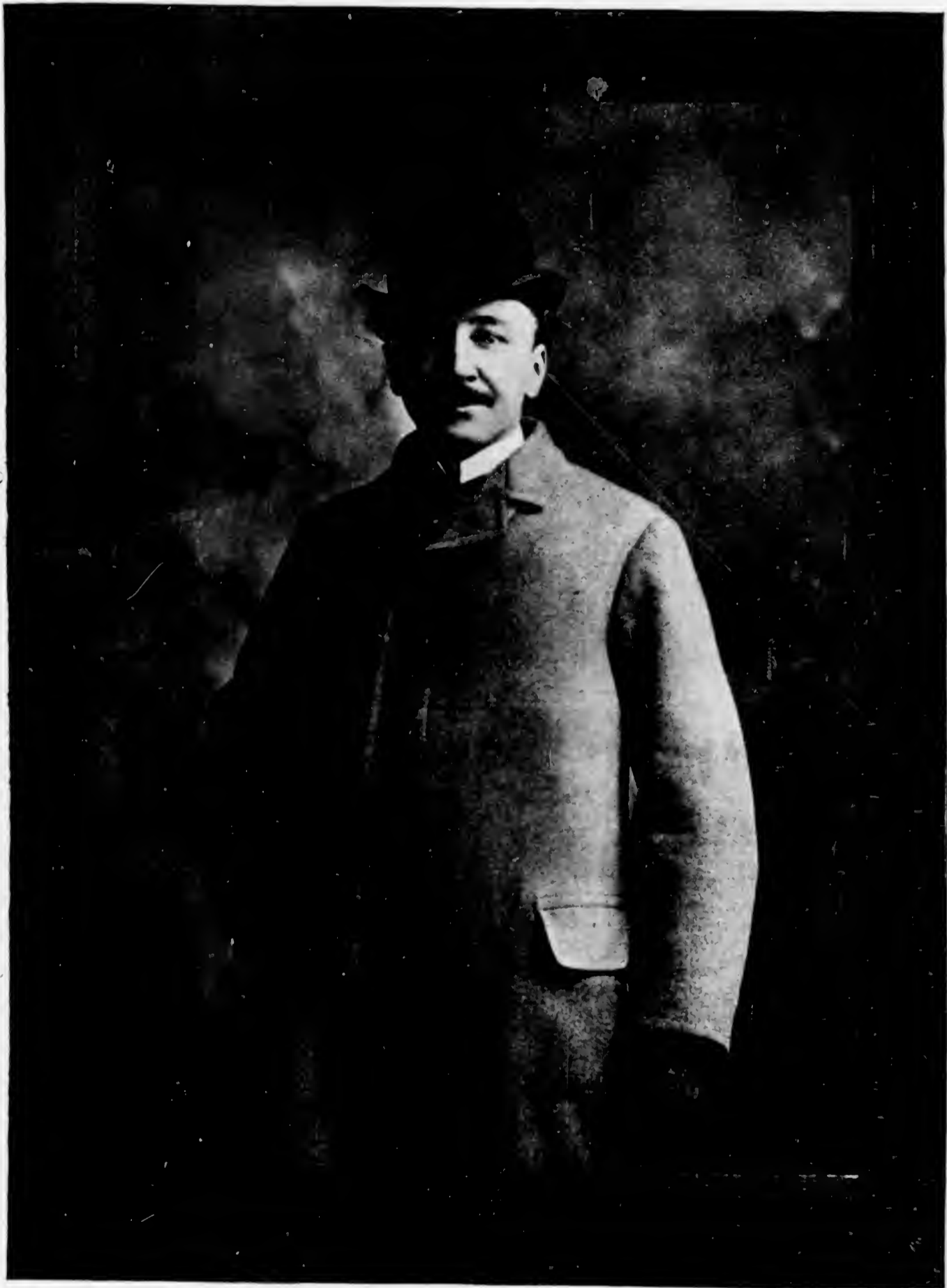


# THE BILLBOARD

VOL. XI., No. 1.

CINCINNATI, JANUARY 1, 1899.

PRICE 10 CENTS.  
PER YEAR, \$1.00



C. F. FILBRICK,  
Buffalo, N. Y.



PITTSBURGH AT WAR.

John Varley and Chas. Anderson were arraigned before Magistrate Archibald Mackrell on a charge of assault and battery made by Charles Johnston. The latter alleges that the defendants beat and abused him without cause.

The parties to the suit are rival bill posters for Pittsburgh theaters. They got into a dispute at Liberty and Sixth streets, early December 11, and the affair ended in a light in which Johnston was cut on the head and bruised on the body.

John Varley, a bill poster, while assisting Special Officer Michael Daly to stop a disturbance in the Bijou Theater December 12, received a severe cut in the arm from a pen-knife. Three men were arrested.

H. D. Stevens, city bill poster of Denison, Iowa, wishes to obtain a scale of prices for plain and pictorial bulletin painting. Can some brother bill poster oblige him.

W. A. Northrup, of Kingfisher, Okla., sends us a very ingenious diagram card which shows the locations of his center boards at a glance. The idea is a good one. Other bill posters would do well to copy or improve it.

PROFESSIONAL ETHICS.

We venture to say that a few of our readers are aware of the publication of a paper devoted to the interests of undertakers. But they have a trade paper called the Casket, a name somewhat gruesome, though not clearly distinctive. No matter about that. We desired to call attention to another matter suggested by an editorial printed in a late number of the Casket. The writer says:

The funeral director, who aims to serve the public in a professional capacity, naturally desires to make known his particular fitness for such services as far as possible and open up the largest practical sphere for usefulness to those needing his ministrations, and yet he is debarred by the peculiar circumstances that involve his profession from appearing to bid for public consideration, to a higher degree even than that which obtains in the legal and medical professions. He can not consistently, with the dignity and delicacy of his calling, advertise himself and his business facilities, as is permissible in many other vocations and trades, nor can he consistently enter into unseemly rivalry and competition.

The question as to how far one may go in advertising himself as a funeral director has been a vexed one among conscientious and sensitive-minded people from time immemorial, but the experience and propriety have settled upon the simple form of announcement as the only means of bringing one's name before the public in a becoming and dignified manner. Anything that has the appearance of immodesty and sensationalism, or is obtrusive and presumptuous in its character, is esteemed obnoxious and is looked upon as unprofessional.

It will surprise many to know that the ethics of undertaking is more rigid in limitations, as far as advertising is concerned, than those which circumscribe the high professions of law and medicine. But we apprehend that ethics in all the cases has been carried so far that the transgressors have profited at the expense of those who have been more rigid. Yet there is a propriety in professional ethics, for all professions can be degraded by the unseemly publicity of unprincipled members.

It would be profitable to discuss the question whether the ethics of other days is well suited for these times. Ultra conservatism at times is hurtful, and ethics in professions is founded upon conservatism. It may be that doctors, lawyers and undertakers are viewing advertising in a light which is old and dim, and in a measure suffering by reason of it.

To have the men who have demonstrated their organizing ability by great business successes tell their secrets of organization, is the object of the editor of The Cosmopolitan. That he is succeeding, is proved in the January issue by the article from Charles R. Flint, who is regarded in New York as one of the three or four ablest organizers in America. He is President of the Rubber Trust and the head of the great mercantile house of Flint, Eddy & Co., which has its ramifications in almost every part of the world. Mr. Flint tells very openly what makes for success in the organization of business. His article may be read with interest by the Rockefeller, the Armours, and the Wanamakers, as well as by the humblest clerk seeking to fathom the secret of business success.

In the same line is an article, also in the January Cosmopolitan, telling how Mr. Platt organized and conducted the campaign for the election of Roosevelt. It is by a gentleman who was actively engaged at the Republican headquarters during the campaign, and who gives a vivid picture of the perfection to which political organization has been carried in New York State by the most astute of managers. The wary old Senator who has been a lifetime in politics and the veteran political assistant will alike find food for reflection in Mr. Hlythe's article.

The Wife and Her Husband's Business.

"It is a cause of amazement to me that a man can go on, year in and year out, telling for a family whose members show no interest in his work further than to spend the money he makes, and who look upon him as the family idiot," writes Frances Evans in the January Ladies' Home Journal. "My firm belief is that had he, in the first flush of married life, talked over his business and ambitions with his wife, she would have become interested in both, first for his sake, and afterward for her own and their children's. Think of the grief that lies between a man and woman united in marriage when he never speaks at home of the affairs which absorb his entire day! Mutual interests will bind people together indissolubly even when indifference, that dangerous bridge of sighs, has swallowed up a affection."

You Will Get Your Dividends.

During the month of January there is many a newspaper publisher that will have the pleasure of writing his name across the back of a dividend check, for the stock that he owns in the Sterling Remedy Co. There have been all kinds of schemes and propositions presented to the newspaper publisher year after year but we think this is the first time that the publisher ever got a dividend. The newspapers who went into this deal are to be congratulated. The business of the Company is growing rapidly and if the present increase keeps up, it won't be long before Cigarettes and No-To-Bac will have as large a sale as any proprietary medicine in the world. "No limit to our advertising, we will buy and use all kinds of Publicity At A Price," is the way Mr. H. L. Kramer, general manager of the company, puts it, in speaking about the appropriations for 1909. Mr. Kramer is to be particularly congratulated in view of the fact that he had the foundation for his business at a time when the country was experiencing the hardest times it ever had anything to do with. When we look over the list of general advertisers in the field, we find that he is about the only one that has, within the last few years,

who shall secure the greatest number of paid-up yearly subscriptions to "The Arena" between January 16 and July 1, 1909.

The award will be made by a committee of Boston business men, to be hereafter announced, and who will be given full access to "The Arena's" subscription lists and records. The decision of this committee, announcing the winner of the contest, will be published in the August number of "The Arena," so that the successful contestant may make timely arrangements to begin his or her four-year course at the commencement of the next college year in September. Immediately on the announcement of the award, the sum of one thousand dollars in cash will be deposited by "The Arena" in trust with the treasurer of the selected college or university, to be paid to the student in four equal installments during the college course.

Friends of the contestants may forward subscriptions to "The Arena" and they will be credited to the contestant named by them. This is not a voting contest. No one can buy up a number of the magazines and cut out coupons. Success will depend entirely on individual earnestness and energy in securing subscriptions.

HOW TO ENTER THE LISTS.

All those desiring to enter the competition



BURRELL B. CHAPMAN: Cincinnati.

launched a business and been able to carry it through until today he ranks as one of the big general advertisers in the country and has created a demand for Cigarettes within less than three years that runs up to nearly 5,000,000 boxes a year.

THE ARENA SCHOLARSHIP.

To secure a college education is the worthy ambition of thousands of earnest young men and women and of boys and girls all over the United States. In these days of sharpest competition in every field of activity every sensible worker rightfully desires to secure all the advantages and equipment for the battle of life afforded by the most complete education it is possible to obtain. To encourage this ambition and aid in its achievement, "The Arena" has established a scholarship open to the widest competition and sufficiently valuable to prove an incentive to the ambitious youth of the country. This scholarship will be known as

THE ARENA SCHOLARSHIP

and it is intended to secure to the successful competitor the pecuniary means necessary to pursue successfully the full course of study in any college, university, musical conservatory, scientific school, school of law, medical college, divinity school school of mines, or of engineering course that may be selected by the successful competitor. The cash value of this scholarship will be

\$1,000.00

and will be awarded to the boy or girl, young man or woman under the age of twenty-one

for THE ARENA SCHOLARSHIP will be required to send in name and address, with age, before January 16, 1909. Only those enrolled at the beginning of the year will be considered eligible. Sample copies, subscription blanks, prospectuses, etc., will be furnished to aid in the work of canvassing for subscriptions.

CONSOLATION PRIZES

That no earnest competitor may go entirely unrewarded, every contestant sending in at least one hundred yearly subscriptions will be paid fifty dollars in cash, and fifty dollars more for every additional one hundred subscriptions.

TO OUR FRIENDS AND EXCHANGES.

In order to facilitate the rapid spread of this offer throughout the country, the publishers earnestly request all friends of "The Arena," all readers of "The Arena," all exchanges of "The Arena," all who happen to read this in "The Arena," to advertise the good news in any way or shape they see fit. Such an offer comes but once in a lifetime; such an opportunity should not be allowed to pass unheeded. Every friend of Youth, every friend of Education, is authorized to spread the word, to give it the widest publicity, to become missionaries in promulgating the good news.

Address all communications concerning this contest to

THE ARENA COMPANY,  
Copely Square, Boston, Mass.  
Circulation Department.

Additional Fair News.

The treatment to be pursued in regard to animals that have been highly fitted for competition at the fall shows is pretty well known to all breeders who have been in the business for any length of time. As the ranks of exhibitors, however, are constantly being reinforced by younger men, who may not be so well informed, and by wealthy citizens who take up farming as a recreation, and whose knowledge of the mysteries of breeding and showing is less, perhaps, than the length of their purse-strings, a few hints as to the most satisfactory way to treat show animals, after their duties at the fairs are over, will not be amiss.

When the show stock arrive home, they are, as a rule, pretty well tired, both of their journeyings and of their strong rations which they have been receiving so steadily during their tour, and are just as anxious for a change of feed as are their owners to give it to them, and thus save their pockets from further expense. It is not wise, however, to make a change too rapidly, as a sudden transition from grain and dry feed to rich pastures would derange the digestion, cause scouring, and result in the animal's getting a back-set. As regards horses, cattle and sheep, the better plan, and the one most generally adopted by breeders, is to lessen the grain feed gradually, and turn the animals out in a short pasture for a few days during fine weather till they become seasoned; afterwards they can be given more succulent grasses. Whether they can be deprived of the grain ration altogether then is a matter that depends on the condition of the individual animal.

Lams that are to be used on the flock should, on their return home, be deprived of all heating food, but should, nevertheless, be kept up in good heart so that they may be fit for their work. When the mating time comes salts may be given, should a show ram be sluggish in his work. This and plenty of exercise will remedy any trouble in this direction, unless the animal is absolutely worthless naturally, or has become so in consequence of too good treatment.

In the case of swine there does not appear to be quite so much caution required in lowering their diet, although here, too, a gradual change is best. Most of the pigs shown at our exhibitions are too fat, judging from the pork packer's point of view, and have to lose a considerable amount of unnecessary flesh before they get down to ordinary breeding condition, and, therefore, many breeders shut off show rations at once when the exhibitions close. Some take their show pigs and turn them out on pasture, with no grain, but where they have access to plenty of water, and the results have been quite satisfactory. But here, too, the breeder will have to use his discrimination, because individuals differ so, and one pig would thrive under treatment which another would not stand without serious loss.

It must be understood that the above remarks apply only to animals which are to be retained for breeding purposes. Those which are intended for the butcher or for fat stock shows, must be treated very differently. In their case there must be no change of feed or lowering of rations, but they must be pushed on steadily on the feed they are accustomed to otherwise they will not be in the best form to be shown or sold when the time comes.—Farmers' Advocate.

Eight years ago, in the month of September, a miniature agricultural fair was held by children, in the little village of Brimfield, Mass.

A vine-covered arbor was used for the ball. A net lamb, a calf, a mother hen with her brood of ten small chickens, some vegetables from a neighboring garden, and a small boy who represented the "bit me if you can, coon" formed the attractions of the show. A Swiss music box furnished choice selections from favorite operas.

September 2, 1908, though the day was unpropitiously hot there was an attendance of some five hundred people at the "Seventh Annual Fair." The managers were two of the boys, now fifteen and seventeen years of age. Four large canvas tents were erected upon the Academy ball grounds; an outline tent a store tent, a tent for the display of fruits, vegetables and fancy work, and one for the ever-present Punch and Judy show. Whip sellers and fruit vendors were numerous.

Poultry of many kinds was exhibited. There was a large display of fine cattle, also sheep, swine and net stock on the grounds. Fancy work, cooking, etc., by children under sixteen years of age was shown, special premiums being offered in this line. A brass band of twenty pieces furnished music for the day, and a part of the company was retained for a dance at the Town Hall in the evening.

The fair has been brought to its present standing by the hard and persistent work of its two boy managers, who now feel that they have upon their hands something more than they can manage alone. All cash receipts of each year have been used in paying premiums and buying material for tents, etc., the boys having received no cash remuneration for their labor. They are proud of their success, however, and hope, with the help of others, to be able to carry on that which has been a pleasure and benefit to the town.

Special Dispatch to "The Billboard"

Toledo, O., Dec. 30.—The Ohio Centennial Company, with a capital stock of \$500,000, was organized tonight. The following directors were chosen: E. D. Libbey, D. Robinson, Jr., C. M. Siltzer, A. F. Lang, S. C. Schenck, Thos. H. Tracy, Wm. Hardee, J. F. Kolesky, R. Kind, Barton Smith, W. J. Walding, J. D. R. Lamson, P. H. Dogan, G. W. Hill and M. R. Daly. It is probable that E. D. Libbey, the press magnate, will be made President and City Clerk Lem P. Harris Secretary.

It is said that Admiral Dewey has promised to open the Ohio Centennial at Toledo.

The Paris Exposition buildings have been badly impaired by floods.



Distributors on Roller Skates.

By Sam W. Hoke.

Some years ago, roller skating rinks were all the rage throughout the length and breadth of the land, at which time, many of the experts in that line made enormous distances in competitive races.

Recently, some English people have gone to manufacturing a roller skate to compete with the bicycle, the skate being in fact two small bicycle wheels with pneumatic tires, mounted fore and aft. The price, \$35, prevented any great number of sales, but a few months ago a Buffalo concern put out a modification of this article at a low price, something like \$10, and took on bicycle roller skates, or "Buffalo foot cycles," as they are called, can frequently be seen on the boulevards of New York and Chicago, keeping pace with speedy horses, and speedier wheelmen.

A gentleman in a Western city, interested in distributing and sign-tacking, who was formerly a roller skating crank, tells me that he intends to equip some of his men with Buffalo foot cycles, and give them a trial of a week at least.

One of the claims of the skate bicycle is that when reaching a rough section, the skates can be thrown over the shoulder and ordinary walking indulged in.

This is a subject that might interest distributors in level sections.

A walk of ten or twelve miles a day, carrying a great bundle of circulars or samples, or cards for tacking, is a hard day's work in itself, and if the same man mounted on wheels can cover double the territory in the same length of time, and thereby distribute double the quantity, there will soon begin to appear a reasonable amount of profit in this work.

Aside from the utility of the idea, the novelty of it for the first few weeks in any town would certainly be worth considerable to the article being advertised.

The Distributor and the Local Merchant.

About all the advice I have ever read in various trade journals to distributors just beginning business is: "Start by soliciting your local merchants." The advice looks all right on the face, but experience has taught me to think the reverse. "Get your local trade first." You might just as well advise a person to build a house and then put the foundation under it. One looks just as sensible to me as the other. My experience has been, and I think all experienced distributors will bear out my statement, that the local merchant will be one of the last customers you will get. It is all well and good to solicit their trade. Soliciting and getting are two different things. The local merchant thinks he knows all about distributing. When he has anything in that line he usually goes out on the street and hires three or four small boys, or a couple of hobo tramps or bar-room loafers to do the work. He thinks that ends it. Just so the matter is out of his place of business. After he has tried this thing once or twice he concludes that distributing does not pay; simply because he got no results from his printed matter. Should he call upon the local distributor for prices and be asked a reasonable figure, you would imagine, judging from his general actions, that the distribu-

tor had "pulled a gim on him," demanding his money or his life. His usual answer is, "Why, I can get the work done for less than half the price you ask me, and get it done right at that." He does not know right from wrong. He knows no more about distributing than a "cat does about Sunday." Couldn't tell a good job if he

This very same merchant saw it, will pay an enormous salary to an advertising man; he will pay a big round price for the writing of an advertisement, circular, newspaper or any other kind, and he pays it freely. If he wants space in a newspaper he pays the price asked without a murmur, but when it comes to distributing, he wants the work done for nearly nothing. Why is this? Simply because the merchant thinks any one can do distributing and do it right. I claim he is mistaken. I also claim that it requires just the same amount of experience to manage and handle men, and handle them properly, in the distributing business as in any other line. In other words, the manager of a distributing agency must thoroughly understand his business. He must know where the possible patrons of the article advertised can be reached. He must know the time to reach them. He must be able to judge men whom he employs. He must know how to inspect work. He must know when the work is done right. If he does not, he is not a distributor in any sense of the word.

The writer has watched the District Telegraph boys go out with a lot of advertising matter which they were to distribute. They started out like a lot of sheep without a leader. He has watched them at work. They have no system. They work "any old way." Why? Simply because they know nothing about the business. They have no inspector or foreman. If they have, I have never seen him. I have also watched what the merchant calls "our own men." They do it even worse than the messenger boys. The messenger boys do place some of the matter so that it will do some good, but the "our men" fellows go along the street throwing the stuff in the yards part of the time and cart of the time on the sidewalks. They land in nice cases out of ten every man, woman and child they happen to meet a piece of the advertising matter. You can follow them for miles on the street by the litter in the gutters and on the sidewalks. They usually put out from three to five thousand a day in Cincinnati. Of course, this is very cheap, when it is figured per thousand, but out of the two thousand pieces, I venture to say, that not over one hundred of them are effective advertising. Then the merchant wonders why he does not get any results. Now, if the regular distributor did this work for him he would expect about 50 per cent of the circulars to bring him a customer. He becomes very unreasonable. He wants as much results from \$100 spent in house-to-house distributing as he gets from a \$500 "add" in a Sunday paper.

I would advise all distributors not to bother with the local merchant for the first two or three years of his business career. First show him that the national advertiser appreciates your service. After you have done this you can make a good, strong argument. For instance, if you could print the Dr. Miles Co., the Dr. Chase Co., C. I. Hood & Co., or any others you may have on your list of patrons. It would be an easy matter to prove that it paid them to patronize you. If it did

not, you could not hold their trade. You can also tell him that they are paying you good prices, and if your services were not satisfactory, they certainly would not do so. Mark my word, your local merchant will pay the price after awhile. Don't come down a cent to him; if anything, charge him more than you do the national advertiser. He deserves it for not being willing to pay you an honest price.

It was only yesterday that a local merchant called on me to get my price. He thought it was rather high, but said he would pay it. He stated that he had employed boys for a number of years to do his distributing, but found that the work did not pay him, he believes in house-to-house distributing, and further stated that (at a san resort, he employed a man to employ four boys whom he had hired to do a job of sampling. He had his own ideas about how sampling should be done. I will give you his plan: He instructed the boys to leave from ten to twenty-five samples on the counters of the stores, barber shops, saloons, etc. He also said that he worked the city thoroughly from house to house, and the entire distribution cost him \$2.50 per thousand. No results whatever. Was this not a sad experience? I told him where he made his mistake, and proved to him that he knew nothing about house-to-house distributing. He admitted that I was right. Before leaving, he said that he had watched my men and had come to the conclusion that we were the only agency in Cincinnati that did good work. He said that he had seen other men distributing, but the work was never done in the systematic manner that ours was. He asked me how I accounted for this. I told him that when we found a man who did not do the work as instructed, we simply discharged him. That we were in the business to stay, and could not afford to have men working for us who did not obey orders. I believe that the experience of this one merchant is about the same as the majority.

I will say in conclusion that I have gotten more local trade in 1918 than I did in my previous four years' experience. I would also like to state that I have solicited less this year than ever before. I have made up my mind to compel the local merchants to come to me and when I succeed they are usually willing to pay a fair price. If not I let them go. One or two experiences more will fix them all right.

We invite inspection and would be pleased to take any one who desires to see our men at work, to the neighborhood where they are distributing. I wonder if any of the merchants whose "own men" do the work could at any time, when called upon, tell in what section of the city, to say nothing of the streets, their men go working on. We understand our business, and I would like to see the man who employs a distributor's boy who could deceive me. We see "on to" all the letters that a distributor can "handle." We have handled one, and there has been many a one who has found out to his sorrow that we understand our business.

I would like to hope from other distributors through the columns of "The Billboard" on this subject.

Yours very truly, W. H. STEINBRENNER, Manager, Steinbrenner's Distributing Service.

Honest Distributing! Successful Advertising!

BY JES. A. WALLACE

I am in receipt every week of letters from distributors who have heard of my circular, entitled "Honest Distributing, Successful Advertising," and wish me to mail them one. I also receive many letters from advertisers who intend distributing my town, asking how many I need, and asking me to say that "our price in a town the size of yours is \$1.50 per thousand." I think that the advice offered in this circular is really good for advertiser as well as distributor, so it tells why the advertiser should pay good prices and why the distributor should do good work.

I have been a reader of "The Billboard" since its first publication, and I have never noticed as complete a bit of advice as is of-

fered in my folder, and think if a part or the whole of it is published in "The Billboard" for general information it would be acceptable to many who are interested in this department of advertising. I, therefore, enclose you a folder, which you can publish from if you wish, the section referred to. This is not intended as an advertisement for myself, but I want all our members to get in line, and by good work increase our business and fame as honest distributors and successful advertisers. I also wish to impress on the advertiser that it is an impossibility to pay our men \$7 to \$9 per week and do distributing for \$1.50 per 1,000, when 1,000 per day is the limit of a thorough distributor's endurance. My folder starts as follows:

It has been demonstrated to the satisfaction of all successful advertisers that the placing of a WELL-WRITTEN pamphlet or circular in the hands of those you desire to reach as probable patrons is a decidedly satisfactory method of advertising. The heavy expense entailed in advertising through the press precludes giving details, which must be supplied through other and more direct channels. Mailing circulars to addresses obtained for such purpose entails a cost of \$10 to \$20 per thousand. THE ECONOMY AND ADVANTAGE OVER ALL OTHER METHODS

of advertising must be conceded to house-to-house distribution, and gives opportunity for extended argument and description by using circulars, pamphlets and booklets. Make them attractive. Let them be well written and printed artistically on good paper and they will go the rounds of the family before being laid aside.

HONEST DISTRIBUTION.

Here is the problem that worries the advertiser. The city or village distributor will send in to the advertiser a letter signed by the leading druggists or merchants of his town, recommending him as a capable, honest man. But how many druggists or merchants there are who sign such a letter or petition and do it more as a favor, not wishing to offend or refuse the applicant, and at the same time not stopping to think that they are lending their names to advocate a man who they are really not sure of, and who will, perhaps, waste as much or more than he distributes properly. It is often the case that the out-of-town advertiser has no other means of appointing a distributor in a city or village than by such a recommendation, and the druggist or merchant who indorses an applicant who desires to be appointed a distributor should look carefully into the applicant's ability and integrity before recommending him to the innocent advertiser, who is far away and must use this means of sending out his distributing. The best way for the new advertiser to do is to write other older advertisers and inquire who their distributor is, for the old advertiser knows what his returns have been in the different towns, and if the distributor can get the endorsement of the old advertiser for past services, as well as the local merchant and druggist, then the rule of honest distributor is worth something.

The honest distributor must be a man of untiring patience. He must not get tired climbing steps and opening doors, and begin to stop at the bottom of stoop or piazza and throw at the doorstep, for that is not his agreement with the advertiser, and he is not keeping up to his contract "inside the door" is his instruction, and do it quietly, so as not to make the advertising matter a nuisance before it is picked up by the occupant of the residence. Boys should never be trusted as distributors, for not one in a thousand has the patience to take a small package of 500 circulars and spend the necessary half day distributing them. A boy thinks that 500 should not last over an hour, and a boy is a cow before he thinks otherwise. The honest distributor will not take out two letters at one time, no matter if they be in entirely different lines, for one will surely desert from the other and the advertiser loses one-half or more of the interest his advertising should create. Distributing should not be done on rainy or stormy days. The advertiser should not under any circumstances deal with a cheap distributor. Good men should receive good pay for good work. Poor men can be hired cheap, and will surely do cheap work. Twenty-five cents extra per thousand is nothing if you have some reason to be sure you are getting the service you want. To the distributor I would say, be honest with the advertiser, for no matter if he is miles away he may be keeping "tabs" on you, and once you are found to be doing crooked work it will travel so fast that you will soon be trying to get into some other business. If you are a distributor employ only do not hire young men but if possible look up good, steady, conscientious men of from 25 to 45 years of age and give them to understand that your rules are, "Don't see how many you can distribute, but how well you can do it."

DIRECTIONS.

- 1. Leave ONLY ONE circular or book for each family in every house in town.
2. Put the circular or book inside the door, or into the letter box, or secure it between door and casing.
3. Do not ring door bells.
4. If specially ordered leave two in every place of business, on the counter or desk.
Note-Do this quietly. Leave at once if any objections. Close the door as you go in and out. Give one to each person if allowed. Never distribute stores without orders to do so.
5. Put only one circular or book into each farmer's wagon at the markets or on the street.
6. Do not hand any advertising to children.
7. Distribute him one contract at a time.
8. If you hear of any one who has been using the preparation and is pleased with it send to the home, his or her full name and post-office address. This shows the advertiser that you are looking after his interests.

Reports from all Southern cities go to show that distributing is on the increase in the "Sunny South." S. R. McMurray & Co. report a rush in business.

A GUARANTEE That Does Guarantee!

That is the Kind of a Guarantee that the I. A. D. Give.

The International Association of Distributors makes good its guarantee again in two cases, as witness the following letter received by Secretary Steinbrenner

Ekhart, Ind., December 16, 1898. Mr. W. H. Steinbrenner, Cincinnati, O. Dear Sir: We have yours of the 13th, enclosing checks for \$20.25 and \$4.75 to my loss sustained by us through the Quinn Hill Printing Co., of Cripple Creek, Colorado, and Johnson Bros., of Richmond, Ind. We assure you that we never lose an opportunity of reporting to Mr. Case whenever we have positive proof that the members of the I. A. D. are not doing good, honest work, and we assure you as well that it is a great satisfaction to us to have these matters attended to with the promptness which your association has shown with all matters of the kind during the past. Believing, as we always have, that you are, as an Association, in earnest in having none but members who will do good, honest work, and with best wishes for the future success of your association, we are, yours very truly, W. H. MILES MEDICAL CO.

E. C. B. Mkr. Advertisers who employ I. A. of D. members are absolutely certain of good service, or they get their money back.

I. A. of D. Convention.

Cincinnati Chosen by the Executive Committee

Cincinnati will have the honor of entertaining the members of the International Association of Distributors Tuesday, July 18 next. The selection of the city was left to the members of the Executive Committee, and the vote up to the time of going to press was: Fairfeld, Cincinnati; Terrill, Cincinnati; Rawson, Cincinnati; Douglas, Cincinnati; Steinbrenner, Cincinnati; Groves, Detroit. Although the vote is not all in, the Queen City has a majority even if the balance vote against her. Welcome to the I. A. of D.

A GREAT RECORD.

The Year's Work of Steinbrenner's Distributing Service.

By request W. H. Steinbrenner sends us the following record of business transacted by him in Cincinnati during the year ending December 31, 1898. We wanted it in detail because it is double that of 1897 and three times as much as in 1896. Here it is.

Table with 2 columns: Company Name and Amount. Includes NATIONAL and LOCAL categories with various distributors and their respective sales figures.

Table with 2 columns: Company Name and Amount. Includes SHIGNS TACKED and Total number of signs tacked and pieces distributed.

During the month of December the International Association of Distributors has made good two claims for damages. The I. A. of D. guarantees with a guarantee. They have paid every claim that has been made against them. Advertisers would do well to consider this when making contracts for future distributions. If they have any doubts as to the reliability of the International Association they should write the Dr. Miles Co.

Who 'Tis Items.

R. S. Douglas, First Vice President of the I. A. of D., Memphis, Tenn., says business is very good, and that his firm is working a crew of eight men.

George W. Vanyek, Manager of the Vanyek Agency of Indianapolis and Miami, Ind., reports business good at both places. He also states that he is closing contracts with all the leading advertisers for work in the new Miami territory.

John H. Erickson, of Boston, the gentleman who works all of New England says he has constantly in his employ forty informed distributors.

An Advertising Agent for one of the largest firms in the country says that there is an opening for a good distributor at Elwood, Ind., and that there are a number of large advertisers ready to make contracts if they can find a reliable distributor in said city.

Reports come from Omaha of several very poor distributors. As there is a good, reliable distributing service in that city there is no excuse for advertisers placing matters with other parties.

Judging from reports received from all parts of the country, the Dr. Jaynes Almshouses are meeting with the same sad fate they did last year. Two or three thrown in the yards, on the porches, etc. They received a similar fate in Cincinnati.

I herewith give you an abstract from a letter received by the Secretary of the I. A. of D.

"I wish it was possible for the I. A. of D. to get a good honest member in Elgin, Ill. There is a rattling good city of about 25,000 or 30,000 that you ought to have a representative in. I know of three large advertisers who are anxious to patronize a reliable distributor in that city."

"Why don't some good, reliable distributor apply for the I. A. D. franchise there?"

The following letter was received by the Secretary of the I. A. D., which explains itself.

"Dear Sir: Replying to your letter of recent date, will say that some time ago a party called on me and represented himself as authority for your Association and gave me permission to use our, etc., which I did for a while, but when I found things had been misrepresented I discontinued using same. I am sorry this happened and hope you will excuse me and let me off lightly. My contract and cuts were destroyed in the Francis Valentine fire last summer, and are no longer in existence. Yours truly, 'DUNPHY BROS.'"

Will A. Molton, No. 81 Public Square, Cleveland, O., is handling John Morrow & Co.'s advertising matter. Distributors should write Mr. Molton to secure contracts.



EMMET LITTLETON, Rockville; Ind.

There are several firms who neglect to pay their distributors promptly. Some bills have been standing as long as three months, and if same are not paid in the near future said firms' names will be given to 'The Billboard' for publication.

F. Altman & Son of Columbus, O., say they have more distributing to do this season than ever before. Altman & Son are up-to-date distributors and members of the I. A. of D.

A number of advertisers are trying to get a cheap service. It strikes me that if they want a dollar service it would not be a bad idea for some of the distributors to run two agencies, one of course, under an assumed name, and give the advertisers what they are asking for a dollar service.

R. Nolan, of Alpena, Mich. reports very bad work on Wells & Richardson's Celery Compound Bitters. Dr. Miles' Med. Co. and Dr. Burkhart's samples.

The Council at Cedar Rapids, Ia., is trying to pass an ordinance prohibiting house-to-house distributing.

The Dr. Miles Med. Co., of Elkhart, Ind., have gotten out a very neat tri-colored fold, or, advertising their celebrated 'Pain Pills.'

Thos. Kahn has given up the publication of 'The Distributor.'

Some two years ago J. H. Crounover (so the Secretary informed me) joined the Association, and after being a member a short time he became very much discouraged, and some of the officers had considerable difficulty in convincing him that he would succeed. If any one doubts the benefits to be derived from a membership in the I. A. D., write Crounover.

I think that every bona fide distributor who is situated in a city where the I. A. D. has no representative would make application for the franchise, for judging from all I can learn those who are members have no cause or reason to complain.

In ninety-nine cases out of a hundred the International representative does nine-tenths of the business in his city. When the distributor joins the Association the officers call his attention to the fact that if he wishes to retain his membership he must give a thorough honest service. This has a tendency to make those who are careless attend more closely to business.

I will continue to furnish items for 'The Billboard' if distributors no matter whether members of the I. A. D. or not will send in all news of interest to my address. Mr. Steinbrenner, Secretary of the I. A. D., has already given me his word to furnish all items possible. You can address items to 'Who 'Tis,' care of 'The Billboard,' or care of W. H. Steinbrenner, Cincinnati, O.

TIPS.

The following tips are taken from Report No. 3, of the President of the Illinois State Distributors' Association:

Report No. 3. The following firms are now doing business in this State (Illinois). Not reported in Report No. 2.

- American Adv. & B. P. Co., (third billing), Chicago, B. P.
Union Adv. Bureau, (second billing), St. Louis, B. P.
Linnwood Tobacco Co. (second billing), St. Louis, B. P.
Galesburg Daily Mail, (local only), Galesburg, B. P.
Sloop Family Medicine Co., Racine, Wis., distributing.
Frost Chemical Co., St. Louis, Mo., Dist.
Will A. Molton, Cleveland, O., Dist.
Wells, Richardson & Co., Burlington, Vt., Dist.
W. H. Steinbrenner, Cincinnati, O., Dist.
Williams Bros., Indianapolis, Ind., Dist.
Dr. Miles' Medical Co., Elkhart, Ind., Dist.
Meyer Bros. Drug Co., St. Louis, Mo., Dist.
St. Louis Chemical Co., (cod liver oil), St. Louis, Mo., Dist.
Wellman & Dwyer, (tobacco), Quincy, Ill., both bill posting and distributing.
Hates Adv. Sign Co., P. O. Box 2111, N. Y. City, both.
N. W. Ayers, Newspaper Agency Philadelphia, Pa., B. P.
D. D. Dean Cigar Co., Canton, Ill., B. P.
P. J. Serg Co., Middletown, O., Dist.
Bellevue Medical Co., Chicago, Ill., Dist.
T. H. Snider Preserve Co., Cincinnati, O., B. P.
Parker, Williamson Medical Co., St. Louis, Mo., both.
Kohler Manufacturing Co., Baltimore, Md., Dist.
American Eagle Cigar Co., Canton, Ill., B. P.
Dr. Burkhart, (Steinbrenner, 519 Main st.), Cincinnati, O., Dist.
Pierky Ash Bitters Co., St. Louis, Mo., both.
Cooper Baking Powder Co., 108 LaSalle st., Chicago, Agents wanted.
Radway & Co., 55 Elm st., N. Y. City, Dist.
Hostetter Co., Pittsburg, Pa., Dist.
Dr. H. Jayne & Son, Philadelphia, Dist.
Chas. A. Voogler Co., Baltimore, Md.
Globe Tobacco Co., (posting Minnesota), Detroit, Mich., B. P.
Tarrant & Co., 278 Green, N. Y. City, (posting Minn.), B. P.
Ohio Gum Co., (posting Minn.), Lisbon, O., B. P.
Hall-Brand & Co., (posting Freeport), Chicago, Ill., B. P.

The following firms have been reported as placing work in other States. If you know of others, it is your duty to advise me promptly. In giving names and address of firms, be sure to write addresses plainly.

- Feister Printing Co., Philadelphia.
Avery Rand, Boston, Mass.
Oregon Indian Medicine Co., Corry, Pa.
Dr. N. C. Lavis, Frankfort, Ind.
Huffman Coffee & Spice Co., Terra Haute, Ind.
Erne Medical Co., Buffalo, N. Y.
Lipton Tea Co., 80 Front st., N. Y.
The Dammiller Co., Canton, O.
S. H. Slomay & Co., Cincinnati, O.
Dr. M. Spiegel, Albany, N. Y.
Dr. Chase Medical Co., Philadelphia.
Smith Medical Co., St. Louis, Mo.
Bard Bros. & Co., Cleveland, O.
Spencer Medicine Co., Chattanooga, Tenn.
James F. Ballard, 310 N. Main st., St. Louis.
Arthur Pater & Co., Louisville, Ky.
Kordon Manufacturing Co., Minneapolis, Minn.
Mortley Drug Co., Chicago, Ill.
Dr. Pierce, Buffalo, N. Y.
Prof. J. H. Austin, Minneapolis, Minn.
The Swift Specific Co., Atlanta, Georgia.
Scott & Rowie, N. Y. City.
The U. S. Sully Co., New Concord, O.
Egyptian Remedy Co., Denver, Col.
Dr. Posanski, Philadelphia.
Dr. S. A. Tuttle, 27 Beverly st., Boston, Mass.
Jas. Beckin & Co., Cincinnati, O.
Dale & Sheridan, Sumner, Ill.
Hope Chemical Co., 479 LaSalle st., Chicago.
The Mack Tobacco Co., Cincinnati, O.
Eric Bros., 92 Reade st., N. Y. City.
Cook Remedy Co., Chicago, Ill.
Billings, Clapp & Co., Boston, Mass.
Wilson Drug Co., Lexington, Ky.
New Era Cooking School, Worcester, Mass.
Anti Pill Co., Lincoln, Neb.
Bloom Balm Co., Atlanta, Ga.
Dr. J. Schenk, Philadelphia, Pa.
D. Ransom & Son, Buffalo, N. Y.
G. G. Green, Woodbury, N. J.
Lyman Brown, 30 Reade st., N. Y. City.

Little Yellow Thundermugs.

Leavenworth, Kan., December 9, 1898. Editor of Printers' Ink:

A few days ago agents were making a free distribution of Cascaerts in this city. Little at every doorstep. Out in the Fifth Ward a band of children followed up the distributors and eagerly gathered up the little envelopes labeled 'candy' and devoured every package. The children fairly revelled in Cascaerts. That night the good people in the Fifth Ward were in great commotion. A light could be seen flickering in every household, hurry calls were sent to nearly every doctor in Leavenworth. Fond mothers were agonized at the malady which seemed to have seized their little ones. Little yellow thundermugs were at a premium in every household. After the doctors had diagnosed the cases and the alarm somewhat abated, the children told the cause of their troubles, and the chances are that if any patent medicine man shows up in the Fifth Ward distributing 'candy' samples promiscuously that he will be mobbed by watchful mothers. Very respectfully, F. C. STIER,





# 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 Loo's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.*

*The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.*

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

JANUARY, 1899.

During the month just past a gentleman who has written much that is valuable on advertising, called at the office of "The Billboard." He was interested in advertises. He was, in fact, not averse to engaging in the work of constructing the science himself. He has already done much, very much, in another field in this direction—in fact, he has achieved both fame and fortune as a result of reducing to a science a branch of business which, when he took it up, was as unsystematized as advertising now is. The discussion which ensued was long and interesting. At the outset he argued against the advisability of the whole scheme. This, of course, was with a view of bringing out a defense which would outline its advantages and worth. He argued well, in fact, with marked ability.

To begin with, he stated that in these days the artisan inventor was the one who led. The scientist, he averred, followed after. He quoted a professor at Cornell in support of his position as saying, "You practical fellows are always away ahead of us folks in the schools."

At the time he seemed to have scored heavily with this point. If this was truth, and it seemed to be, what manner of use could science be to art? Of what real practical value and utility would advertises ever amount to? If a rule of art becomes a principle of science instead of the reverse, then surely science has but a poor place in our work-a-day world. A correspondent, also eminent in advertising realms, assumes almost identically the same position. Says he: "While art utilizes all rules it also transcends them all. A really great painting—a masterpiece, can not be made by rule."

A well-known bill posting expert of New York contended that it was not possible to eliminate the element of

chance from advertising, and even if it were it was not desirable. He insisted that it was the uncertainty of the outcome which kept the business alive. In his estimation advertising is a gamble—not altogether, of course, but to a large extent.

Numerous other correspondents have advanced arguments along substantially similar lines, and yet the facts remain unchanged. Science is progressive and science leads art. Science is truth and the laws thereof. Art is merely their application. The artisan may and does blunder into and unfold new truths now and then, but the scientists are moving ahead regularly and orderly and accomplishing more daily than the blind and misdirected energies of the whole army of artisans do in a year.

The discovery of the planet Neptune, one of the most brilliant of the scientific feats of the present century, aptly illustrates our claims. For many years the planet Uranus, or rather its orbit, had been a source of embarrassment and confusion to astronomers. They found it impossible to adequately reconcile the ancient and modern observations by any one set of elements, and the error increased rapidly from year to year. Bouvard early suggested that some other planet caused these apparent irregularities, and acting upon the suggestion M. Leverrier, a French astronomer, entered seriously upon the task of determining the position of the supposed disturbing planet. He began by revising the theory of Uranus at the instance of M. Arago.

His first memoir on the subject was read before the French Academy in November, 1845, and his second in June, 1846. The third was read August 31, 1846, and the discovery of the planet followed almost immediately thereafter. He wrote to his friend, Dr. Galle, of Berlin, requesting him to search for the planet with the large refracting telescope of the Berlin Observatory at a particular position in the heavens which he indicated. This letter reached Berlin, September 23, and the same evening Galle discovered the planet at almost the identical spot pointed out. That was the achievement of a scientist, and all the artists and artisans in the world could not have accomplished it. Art follows close upon the heels of science, but the latter leads the way in the search for new truths.

John Foy, of Glencoe, Ontario, used to be a printer. He writes that the Xmas "Billboard" was a very pleasing number.

We acknowledge the receipt of a handsome souvenir, "A Merry Christmas from Nevada." It was sent us by John H. Duntap, of Virginia City, Nev., and contains a splendid portrait of that city.

It is reported that the California Fig Syrup Co. will take up distributing all over the United States this coming spring.

## Results Worth The Five.

By Sam W. Hoke.

If every man who starts out to do distributing could realize the results obtained by Pillsbury's Vitas in Cleveland, O., some months ago, there would be no further difficulty for good distributors to secure reasonable pay. Pillsbury's agent came to Cleveland, and consulted William A. Molton, who wanted \$5 a thousand for distributing samples of Vitas Breakfast food. The price astounded Mr. Agent, and he inquired around to find some other distributor, and was finally rewarded (?) by finding a man who agreed to do the work for \$1.25 a thousand. In his dilemma, he talked over the matter with the agent for Dr. Burkhart, who happened to be in Cleveland at the time, and they agreed together that both prices were out of reason—one too high, and the other too low. As a compromise, however, one-half the town was given to the cheap man, and the other half was given to Molton.

The distribution was watched, and it was learned that Molton's men went to the kitchen door, knocked at the door, and waited until some one appeared, to whom the package was handed with a polite, pleasant remark, requesting them to accept this sample package of Vitas, the new Breakfast Food, and if pleased with it, supplies could be found at the neighboring groceries.

The other men did not absolutely throw the packages into the yards, but took them in, and left them on the doorsteps, which some people would imagine to be all that is necessary.

The results in actual sales in the Molton district were something enormous, not only on the first canvas of the retail grocery trade, but also weeks after; whereas the sales in the other sections of the town did not aggregate more than half enough to pay for the cost of the distributing.

I do not know the name of the cheap distributor, (it was not Bryan), nor am I acquainted with Mr. Molton.

I am not writing this to praise one, nor to run down the other, as the probability is that the cheap man did all he could for the money he charged.

What I particularly wish to impress upon the distributors is that by holding out for it, they can secure pay which will justify them in doing perfect work; and, that after doing one perfect job, the same customer will return frequently for the same kind of work at the same prices; whereas, on the other hand, the cheap distributor either makes no profit on his first order, or if he makes a profit, he seldom gets a second order from the same advertiser.

While on the subject of good distributing, I want to tell about the results secured by Dr. Burkhart from his advertising matter placed in Greater New York by Harry Munson.

While the distribution of samples and circulars of Dr. Burkhart's Vegetable Compound was in progress, and after the distributing was ended, Mr. Leach, Dr. Burkhart's representative, called upon the wholesale drug houses and solicited orders.

He states that he never met with such a cold reception as he received

from these same wholesale druggists. One of them said to him:

"You people from the West come into New York City and spend a little money, and expect people to fall over themselves in their effort to get your goods. You load up the wholesale druggists, the sales do not materialize, and you cease your advertising, and leave the wholesale houses in the lurch, with a large stock of your goods on their hands, for which there is no sale."

There was only one way in which the goods could be placed, and that was on consignment, and in June, 1898, Mr. Leach obtained consent of the leading wholesale druggists for consigned shipments.

Knowing his article, and knowing the thorough way in which Munson had performed the distribution, he loaded the druggists heavily with all sizes of the preparation, placing with Crittendon 200 dozen of the 25-cent size, 100 dozen of the 50-cent size, and 25 dozen of the dollar size, and placing with every house in the same proportion. Upon calling on these wholesalers again in December, he was met by the buyer with a statement that he believed some of the goods had been sold, and he would find out just how much. Sending a messenger to the department head, the buyer was very much surprised to learn the enormous quantities of the goods that had been sold, and when he learned just what stock of goods had been consigned to him, and what a quantity had been sold, he remarked to Mr. Leach, that if he had been consulted as to the quantity to be sent, he would have asked for possibly a gross of the small size, and probably a dozen of the two larger sizes.

The buyer was very much astonished at the extraordinary sales that one distribution had produced.

Mr. Leach tells me that Munson's men stop at every drug store on their distribution route and ask for a label which they paste in their scrap book carried for that purpose.

They ask the druggist or his clerk if he carries Burkhart's Compound in stock. If the answer is "No," it is noted on the label. He is then asked if he has ever had any calls for the preparation, and that answer is noted.

Samples are also left with the druggist, and he is told by the distributor of what is being done in the neighborhood, with the further information that all wholesale drug houses can supply Burkhart's Compound, and that, as calls for the remedy are bound to follow the distribution, he is advised to put in a stock of the goods.

## American Newspaper Directory.

The American Newspaper Directory concludes with its December issue the thirtieth year of publication, and George P. Rowell, its founder, who has personally conducted it during the entire term, finds in the fact just cause for satisfaction. The first directory, in 1869, was the beginning of newspaper catalogues, handbooks, annuals and manuals—a large and prolific genus, of which it is but just and fair to say the Directory has always remained easily the first. Mr. Rowell has developed more thoroughly, perhaps, than any man the question of circulation of newspapers, and friends and foes have long since credited him with justice and impartiality. Mr. Rowell's statement, that from the beginning no paper has ever been accorded a high rate on account of friendly considerations or patronage, or a lower one on account of ill-temper or ill-will, is borne out by the facts, though in many cases it has been difficult to convince interested parties of the truth of the assertion. The last issue of the Directory reports over 21,990 publications in the United States and Canada, of which but little more than one-fourth have an average circulation of 1,000.





Friendly Overtures to N.S.P.A.

By President of National Association of Master Painters and Decorators

Mill Hill, Pa., Dec. 8, 1898.

To all whom this may concern. Our missionary leader in the interest of sign painters has awakened deep interest.

His excellent, glowing preparation for an organization and judging from reports the promise of a large attendance by sign painters from all parts of the country.

Philadelphia, Nov. 19, 1898.

As the President of the National Association I take upon myself the privilege of inviting them to the proposed Alliance to send exhibits to our convention.

The advancement made in sign writing in America has become so great in recent years as to cause the sign writer to be termed an artist in every sense of the word.

Yours respectfully, P. J. BRANKIN.

Pres. N. Ass'n. of M. P. & D. of U. S. A.

"The Painters Magazine" says editorially: "Coming from such a source, the invitation will no doubt carry great weight with many of those interested in the project of forming an alliance."

In a private note from the editor to the Secretary of the Committee on Arrangements, he says in effect:

"The Painters Magazine" is doing all it can to advance the interest of the Sign Painters Alliance and to make its organization successful.

For the benefit of all and to clear up all questions relating to the proposed N. S. P. A. we write "The Painters Magazine" an exhaustive account entitled, "The Idea of The National Sign Painters Alliance" for publication in its January issue.

Society we can not speak for a majority of of the committee. No word or act of mine shall retard or hinder progress of N. S. P. A. The feasibility of wholesale alliance is not apparent.

Here is food for thought. Being no theorist, but plainly practical, we hope "What is to be" will be best" and that N. S. P. A., soon as it is born will be able to sit up and notice.

ALLEN E. HARBAUGH

She Paints Signs.

Not the best interesting woman in the city who earns her livelihood by what is generally looked upon as distinctly a man's work is Miss Lucy Huffman, of Edgeworth.

her to learn all that. Then the man who had employed her left the city. But another painter who wanted some one to do his stencil work for him had heard of her and sent for her.

Then came a day when she painted her first sign. She had practiced making letters when not busy with her work, and had acquired a steady hand.

She has been employed by the same firm, Cook & Co., ever since, learning more and more about the work every year, and very much amused at the surprise of people who see her for the first time as she sits, brush in hand, before a good-sized sign.

Sign Painting in all its Branches. - Outlining.

CHAPTER III

With trim outlines, the balance of skill required to make a neat letter is limited to a little careful practice in the use of the brush that a straight clear cut edge may be made.

We present here a system illustrating eight letters of the alphabet which are said to be both the most difficult to outline and to paint. According to this system it is only necessary to draw lines defining the extreme limits of the height and width of the letters and, on which lines almost any kind and style of letter is possible of being built.

Make the bottom part of K as wide as the top part, while E should be a little narrower. Make the bottom stem of E a little larger than the top stem. It should be as wide as H. Make the top stem of F as long as the top stem of E. Form G exactly like C, but a little wider.

tabed. Always outline so the filling in comes on the inside of the letters, except X and Y. The filling in will come on one side, W is the widest letter in the alphabet.

Almost any kind of a letter may be formed on these outlines. A shows how a simple block may be formed. It shows a full block. E show the center. T is Egyptian and the rest Roman.

If these instructions are followed faithfully, the learner, in a short time, will be able to form letters, fresh-hand, without a ruler, compasses or any other guide, except the eye.

(Continued.)

Maintaining an Advertising Business in Towns of 5,000 Population and Less.

By Robert Henry.

Will the business of outdoor advertising pay in towns of 5,000 and less? Is a question that is probably asked the "billboard" more than any other.

Now take the three together. They are so nearly analogous that they can be worked together without either one being in any wise detrimental to the other.

When practicable sign painters should control the distributing and bill posting business, but, as a rule they do not. Why this is the case is hard to say.

The sign painter can post bills or distribute circulars, but the bill poster or distributor can't.

sizes and styles, those which are cut true, about all he has to learn is to space correctly. he can paint good signs, as good as the ordinary sign.

To shade with patterns, draw the letter in outline by marking all around the pattern. (Remember that a properly shaded letter is always shaded on the bottom.)

To make a poster letter, outline the letter and shading in the manner described above. Paint the face of the letter, then around the whole letter, on all sides, inside and out.

When you wish to make a number of signs just alike, lay the sign off with patterns on manila paper. Lay all parts of it off before you paint any.

The best patterns are made from straw-board for several reasons. The chief reasons are they always retain their shape, being easily held in place when in use, and when oiled and shellacked are almost as stable as metal patterns.

Oswego, N. Y.

HARTFORD CITY, IND. Pop. 6,000. C. W. ABBOTT, Billposter and Distributor. All work done by men. Satisfaction guaranteed.

E. M. GARDNER, Billposter and Distributor. E. MONTICELLO, Ark. Population 2,500.









LIST OF FAIRS.

This list is revised and corrected monthly. Secretaries are urged to send in their dates as early as possible...

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ILLINOIS.

CHAMPAIGN, ILL.—Champaign County Agricultural Board, Aug. 29 to Sept. 1, 1899. H. H. Harris, pres.; John N. Heers, secy.

KENTUCKY.

LAWRENCEBURG, KY.—Lawrenceburg Fair Association, Aug. 19 to 18, 1899. J. W. Gainer, secy.

MASSACHUSETTS.

BROCTON, MASS.—Brocton Agricultural Society, Oct. 4 to 7, 1899.

MICHIGAN.

REED CITY, MICH.—Tri-County Exposition, Sept. 19 to 21. T. R. Welsh, secy.

MINNESOTA.

WINONA, MINN.—Winona Street Fair and Agricultural Association, Sept. 26 to 29, 1899. W. J. Smith, Pres. Wm. G. Reade, Treas. John Rose, Secy.

MISSOURI.

LEE'S SUMMIT, MO.—Jackson County A. and M. Society, Sept. 12 to 15, 1899. E. T. Browning, Pres. Lewis Lamkin, Jr., secy.

NORTH CAROLINA

NEW BERNE, N. C.—Annual Fair and Race Meeting, Feb. 21 to 24. Geo. Green, secy.

OHIO.

LEBANON, O.—Warren County Fair, Sept. 12 to 15, 1899. Geo. W. Carey, secy.

OREGON.

PORTLAND, ORE.—Irish Fair, Jan. 20 to Feb. 3, 1899. Manager Buckley, 313 Oregonian Building, Portland, Ore.

PENNSYLVANIA.

MANSFIELD, PA.—Smythe Park Association, Sept. 26 to 29, 1899. J. M. Clark, Pres. W. P. Austin, secy.; W. D. Husted, treas.

Poultry Shows.

ABILENE, KAN.—Abilene Poultry & Pet Stock Association, Jan. 25 to 28, 1899. Roy O. Shadinger, secy.

DAVENPORT, IOWA—State Poultry Show. J. B. Voss, secy. Jan. 2 to 7, 1899.

TORONTO, ONT., CAN.—Ontario Provincial Show. Poultry Association of Ontario. Jan. 9 to 13, 1899. Thos. A. Brown, London, Ont., Can., secy.

Expositions.

GREENSBORO, N. C.—Industrial & County Exhibit. Aug. 1 to 4, 1899. H. J. Elam, secy.

Races.

NASHVILLE, TENN.—Tennessee Breeders' Association. April 27 to May 6, 1899. J. W. Rurswurm, secy.

Horse Shows.

LOS ANGELES, CAL.—Horse Show, Jan. 18 to 19, 1899.

Dog Shows.

NEW ORLEANS, LA.—Mammoth Show of All Terriers, Jan. 19 to 21, 1899. T. J. Woodward, jr., P. O. Box 1659.

CONVENTIONS, Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people...

ALBANY, N. Y.—New York State Bar Association, Jan. 17 to 18, 1899. L. B. Proctor, secy., Albany, N. Y.

ANACONDA, MONT.—I. O. G. T. Grand Lodge, Oct. 11, 1899. Jas. A. Longstaff, 738 S. Main st., Butte, Mont.

Established 1823. WM. H. WARNER & BRO. MEDALISTS. No. 424 N. 9th St., PHILADELPHIA, PA.

Advertisement for Ault & Wiborg Co's Poster Inks, featuring decorative typography and the slogan 'THE LEADING SHOW PRINTERS'.



HINTON, W. VA. United Order American Mechanics, Oct. 12, 1899. W. J. Mitchell, Box 604, Wheeling, W. Va., secy.

LITTLE ROCK, ARK. Grand Lodge, I. O. O. F. Oct. 24, 1899. J. B. Friedheim, Camden, Ark., secy.

NASHVILLE, TENN.—I. O. R. M. Great Council, Jan. 24, 1899. G. W. Davis, secy., 209 North Cherry street, Nashville, Tenn.

PHILADELPHIA, PA.—Women's Relief Corps, 1899. Mrs. Flo Jamieson Miller, Monticello, Ill., nat. pres.

J. GARLICK, City BillPoster, Distributor AND ADVERTISING SIGN PAINTER, 633 Commercial Place, New Orleans.

PLACE YOUR CONTRACT FOR DISTRIBUTING, SAMPLING, SIGN TACKING, WITH EDW. B. BRIDGER'S ADV. CO., LICENSED ADVERTISERS. MEMBER I. A. OF D. ATLANTA, COLUMBUS AND ADJACENT TOWNS. GENERAL OFFICE, ATLANTA, GA.

PUT-IN-BAY, O.—National Association of Photo-Engravers. 1899. C. C. Cargill, Grand Rapids, Mich., secy.

ST. JOSEPH, MO.—Grand Chapter Order Eastern Star. Oct. 16 to 20, 1899. M. S. Salie E. Dillon, St. Louis, Mo., secy.

TERRE HAUTE, IND.—State G. A. R. Encampment. 1899.

WATERLOO, IOWA—Catholic Order of Foresters. Aug. 21 and 22, 1899. J. H. Limbach, Cedar Rapids, Iowa, secy.



"FRIENDS OR FOES?"

Engraved for The Billboard by The Illinois Engraving Co., Chicago.







# The Donaldson Litho. Co.

## CINCINNATI.



### Posters For Anything Under the Sun!

POSTERS FROM WOOD, METAL OR LITHOGRAPHIC STONE.  
 HIGH-CLASS POSTERS of Any Size, Nature or Description MADE TO ORDER.

➡➡➡ A FULL LINE OF SYNDICATED POSTERS ALWAYS ON HAND. ⚡⚡⚡



**Bock Beer Posters.** Largest Assortment. Finest Designs. All Shapes and Sizes Imaginable. Advertise this year's brew on the billboards, and watch the result. Samples free upon application.

**Masquerade Balls** are best advertised with posters. Write for samples of ours. They are all new, good and effective.

**Poultry and Pet Stock Shows** should be advertised on the billboards as well as in the windows. We have a very fine assortment of large stands suitable for this kind of exhibition, and we recommend them to managers. They will make the show a success. Write us about it today.

**Posters for Retailers.** No matter what line it may be, remember we have a poster that will advertise it well and wisely. We have posters for every business under the sun. We cover everything from groceries to baby-carriages, from gasoline stoves to harness and saddles, from clothing to pianos and organs.

Your billposter can show you samples of our posters, and advise you how many you will require.

The Donaldson Litho. Co.,   Cincinnati.

Additional Letters to the Editor.

Savannah, Ga., Dec. 23, 1898.

Editor of "The Billboard:" As I am now interested in distributing, by reason of my connection with a new plant at Charleston, S. C., where I represent the L. A. D., and also because J. E. Campos, the L. A. D. member at Savannah is located in my office and has manifested a desire to see me succeed by aiding me in various ways...

FRATERNALLY, CHAS. BERNARD.

Harlan, Iowa.

Editor of "The Billboard:" I think the bill posters' Directory will be a grand thing, and a great help to all bill posters...

A. CROSAIR.

Editor "The Billboard:"

I saw in your November number a description of a sign, under the heading of "Who Was He?" I think, I do not know who did it, but can show a sign that was done three years ago, a black letter on white ground, the letters being all right and clear cut...

South Bethlehem, Pa.

Editor "The Billboard:"

In the December number of "The Billboard" I see under the sign painting heading an article on show card painting and a formula for mixing colors for use of cards. I found by many trials a method of mixing water colors that so far I have never seen in print...

J. M. BEACH.

Lacon, Ill.

Editor "The Billboard:" Accept thanks for publishing my letter in the Christmas "Billboard;" also, compliments for the magnificent edition. I am proud to be a subscriber of such an artistic, splay number. Insert my ad. in the next issue, and put my name in the Directory...

ARNO E. ANSKE.

Brownsville, Tex., Dec. 20, 1898.

Editor of "The Billboard:"

We greet you with a Merry Christmas and a Happy New Year. We surely congratulate you upon your success in making the December issue of "The Billboard" a beautiful one, as it is one of the handsomest issues yet published.

We are surely happy when "The Billboard" comes to our office, as it gives so many tips and interesting pieces of news to advertisers, advertising agents, distributors, bill posters, etc., that we wish it could be issued weekly or semi-monthly.

We have been waiting for three distributions just shipped, and which have not arrived on account of the quarantine. But we hope to receive them by next week's steamer. They are from the Lydia Plinkham Medical Co., Chattanooga Medical Co. and the C. I. Hood Co. Some of this work is to be distributed in all the following towns, viz.: Matamoros, Mex.; Brownsville, Pt. Pulaski, Hidalgo, Cuero, Yoakum, Corpus Christi and Beeville, Tex.

In regard to bill posting, we have been unable to secure any, so we have not erected any bill boards, deciding that it would be a bad investment.

But we are now making an offer, on which we will lose money, but our aim is to secure patrons for bill boards. We offer to give a protected and listed service at one cent a sheet, and as soon as we get orders from four or five firms to whom we have made this offer, we will start to erect hoards. We hope our offer will be accepted.

We believe that some advertisers are in error when they think that the South does not pay to advertise in, and as our town is a Southern town they think it will not be profitable. We want to show them that it has just as good pulling qualities as any in the Northern or Central States.

Brownsville has 7,000 inhabitants, and receives commerce not only from other counties (it being the largest town in three counties, Cameron, Star and Hidalgo Counties), but also from Mexico, as it is opposite Matamoros, Mex., which town has 12,000 inhabitants, and 300 to 400 people daily pass over to this side.

So we are sure our town will be a nice field for advertisers. The people are especially impressed with novelties, and read advertisements with interest.

Respectfully yours,

VALLE & BRO. ADV. CO.

P. S.—We should be glad to receive any advice on the above subject from brothers of the L. A. of D. and bill posters in general, and also in regard to uninforming my men.

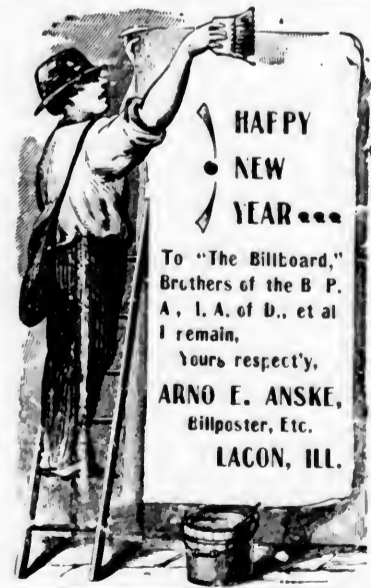
COOK, "THE HUSTLER."

BILLPOSTER, DISTRIBUTOR and GENERAL ADVERTISER. DANVILLE, IND. Population 3,000. My Motto: Honest work for honest pay.

Distributing of all kinds done with neatness and dispatch by COLUMBIA (S. C.) DISTRIBUTING CO. Address: Madam Wilmette Lovell, 1113 W. Plain St.

FENTON, MICH. Pop. 2,500. Billposter, Distributor and Sign Tacker. L. S. FIELD.

RICHARD RUFFIN, CITY BILLPOSTER AND DISTRIBUTOR. EDWARDSVILLE, ILL. Population 8,000.



THE CURRAN COMPANY, CITY BILLPOSTERS AND DISTRIBUTORS

Own all billboards and uses uniformed distributors. Denver, Pueblo, Colo. Springs, and surrounding towns. General Office, Denver, Col.

"Look Before You Leap,"

For I am the only Distributor in Steuben County, I visit all country villages, distribute all kinds of advertising matter from house to house. Signs tacked up, bills posted through the country. Best reference.

F. E. SHOWERS, Distributor, Wayland, N.Y.

TISDALE CITY BILLPOSTING CO. CARD TACKING AND DISTRIBUTING. 116 N. Perry St. Mrs Geo. Tisdale, Prop. LICENSED MONTGOMERY, ALA.

SANTA CRUZ, CAL. with a population of over 8,000, has one of the best billposting and distributing plants in the state. All work personally superintended. Member I. A. D. L. A. DANIELS

BILLPOSTING AND DISTRIBUTING, Sign Painting and all Out door Advertising done on the square. Control all boards of El Paso de Robles, San Miguel, Templeton, Santa Margarita and San Luis Obispo, the population of which is 20,000. HARRY EAR, Billposter and Distributor. Member of the I. A. of D.

H. K. APPLE Billposter and Distributor. For Indiana County. Private space. Member of I. A. of D. Town population, 6,000. County, 52,000. INDIANA, PA.

Send for Samples of Bill Poster's LETTER HEADS. CROSS PRINTING CO., CHICAGO.

NEWPORT, KY. The metropolis of Campbell County, and Dayton, Bellevue, and Brilliant, and 7 minor cities. Our boards reach a gross population of 8,000. Member A. B. P. and I. A. D. Sole Licensed Bill Posters in Campbell County.

G. H. OTTING & SON, York Street, NEWPORT, KY.



YES, SPORTSMEN'S SHOW, Was My Work. Old Mechanics' Fair.

GALVESTON, TEXAS.

The Great Seaport of the Southwest. Population 50,000. J. E. HOWARD, City Billposter, Distributor and General Advertiser, 617 Post Office St. Phone 400. P. O. Box 134.

Member of the Associated Billposters' Association of the United States and Canada, International Association of Distributors, Feister's Registered Distributor. Best of reference.

MURPHY & RHOTON, City Billposters and Distributors. With a Billposting Plant with a Capacity of 1,000 Sheets. POPULATION, 12,000. MADISON, IND. Reference, Battle Ax Tobacco Co.

JOHN V. CARTER, 288 Belmont Street, BROCKTON, MASS. DISTRIBUTOR AND SIGN TACKER FOR BROCKTON AND ADJOINING TOWNS. A Population of 65,000. Inquire of the large advertisers for whom I work or any local merchant to be convinced, that for honesty and thorough service my work is not equalled in this section. I have no boys. I supervise my work, and look sharp after my help. 12 years a distributor. 22 years a resident. Send for references and terms.

ADVERTISERS: It Will Pay You To Put GREAT BEND On Your List. M. MAYERS. MAYERS BROTHERS, A. MAYERS.

City Billposters and Distributors, Great Bend, Kansas. All Work Personally Conducted. Best Boards, Best Localities and Most Important of all. Best of References. Population of County 12,000, of City, 3,000. Licensed Billposters, Distributors and General Out-Door Advertisers.

WEISER CITY, IDAHO.

W. W. COWINS, CITY BILLPOSTER AND DISTRIBUTOR. Owns and controls all billboards and dead walls, and wants your work.

DeVAUGHN BROS., of Rushnell, Ill., solicits the distribution of your advertising matter to (S) Reference. Any business man or firm is Rushnell.

COUNCIL BLUFFS, IOWA.

The NICHOLS BILLPOSTING CO. Advertisers and Distributors for Council Bluffs and vicinity. Work guaranteed and protected.

60 YEARS' EXPERIENCE



TRADE MARKS DESIGNS COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$2 a year; four months, \$1. Sold by all newsdealers. MUNN & Co, 361 Broadway, New York. Branch Office, 125 F St., Washington, D. C.

PROFITABLE ADVERTISING!

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

Warning to Advertisers!

I take pleasure in recommending to all advertisers MR. J. E. WILLIAMS, City Bill Poster, OSHKOSH, WIS. Population 27,000. He is honest and reliable and work entrusted to his care will receive prompt personal attention. He owns a first-class billposting plant. Boards located on the main streets, in good locations, and found our paper all posted on my arrival, all on front streets, also noticed all other commercial paper up in the best of condition.

GEO. L. MCNUTT, Lion Coffee Man. December 7th, 1898.

# AN ADVERTISER



Who desires to utilize house-to-house distributing has the choice of two different ways to go about it. He may write and select his distributors at random, taking bums, loafers or any old man that is out of a regular job, or he may use the members of the . . . .

## International Association of Distributors.

If he follows this latter course, he is sure of securing the services of trained, experienced men,—men who are honest and trustworthy,—men of good character. Furthermore, the treasury of the Association stands behind the service of each individual member, and guarantees it to be absolutely reliable,—insures the advertiser against any possibility of loss.

And this kind of service costs little, if any more, than the other kind.

**CHAS. WOOD, Billposter and Distributor**

Est'd 1870. Office 358 Fulton St., Jamaica, N. Y.  
1000 3-sheet boards 100 large stands 30 per sheet.

All Work Guaranteed and Done by  
Competent Workmen.

**GEORGE CRAMER,**

**BILLPOSTER and DISTRIBUTOR**

133 W. POMFRET ST.,

**CARLISLE, - - PA.**

Population 10,000.

**ST. PAUL AND MINNEAPOLIS DISTRIBUTING CO.**  
Samples and Advertising Matter Thoroughly  
Distributed. W. F. SMITH, Manager. Main  
Office, 34 East Third Street, St. Paul. 49

**TAMAQUA, PA.** Pop 8,000. Bill Poster,  
Distributor and Sign Tacker. Geo. A. Jacobs,  
L. B. 446 Member I. A. of D. 44

**BILLPOSTERS!**

We have a system of making Posters  
every one of you should know.  
Write for particulars.

**Smith Decorating Co.,**  
VALLEY CITY, N. D.

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

**Urbana, Ohio**  
Population 9,000.

Pan Handle R. R. **X Here.**  
Big Four R. R.  
Eric R. R.  
**C. O. TAYLOR, BILLPOSTER.**

## CIRCULARS AND SAMPLES

CAREFULLY DISTRIBUTED AND

### SIGNS TACKED UP.

WRITE ME.

MEMBER I. A. OF D.

**J. F. CLARK, Box 92, CONWAY, ARK.**

**CADILLAC, MICH. CHARLES J. SPENCER,**  
Population, 7,300 **Billposter and Distributor.**

**F. R. MEYERS, City Billposter, Distributor, Sign Tacker and Billboard BUCYRUS, O.**  
Contractor. Controls All Boards and Dead Walls in  
All Orders Receive Careful and Prompt Attention Work Done by Men Only Try Me.

## The Bill Poster

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

**If I Don't Do Your Distributing and Tacking, We Are  
Both the Losers. Results Will Tell.**

**W. B. PORTER, 408 Tenth Street, Oakland, Cal.**

Remember when you Advertise

**SO. McALISTER,**  
**KREBS, ALDERSON, McALISTER AND HARTSHORNE,**

So. McAlister.	5,000
Krebs.	5,000
Alderson	1,000
Cherrvale	1,000
Hartshorne	5,000
McAlister.	1,000

**YOU WANT TO EMPLOY**  
**J. A. MADDUX,**  
**AT SO. McALISTER.**

## Bill Posters and Distributors

SHOULD OWN EITHER A

### WAGON OR CART

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

### Bill Posters' Push Cart.

Great for small towns and short routes to cities. This style of cart enjoys great favor  
among the bill posters of England, where it is regarded as a great convenience and is  
used almost in the portions of all other vehicles. It is equipped with large iron  
tires and water tank. The seats are hand work and the one who sits on the  
wheel is provided with a fount.



They are heavy fully proved substantially  
built. Will save a lifetime and I will have  
at the price as low as \$24.50 EACH.

### Bill Posters' Pony Cart.



Light spring and durable. This vehicle is built to last for  
in the heaviest (bring) imaginable. Has seat with water tank. \$44.50  
We are furnished complete for the reasonable low price of

### Bill Posters' Wagons.



We make them in almost infinite variety. We have them with seats and with extra  
work and without tops in fact in every style imaginable. This is our make in three  
sizes at the following prices, viz

A—\$90.00. B—\$100.00. C—\$130.00.

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

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



## Bill Posting and Circus Paste Brush.

The Extra Mikado Brush is the best made; constructed of ALL Pure Black China Bristles imported by us for the purpose, and especially prepared under a formula known only to ourselves.

We guarantee that our CHINA BRISTLES are more elastic and more durable than any other; consequently our MIKADO Brush will wear longer AND DO BETTER WORK than any other brush made. ALL OUR MIKADOS ARE GUARANTEED. They are copper wired, with heavy metal edge protectors and are great paste holders. Used by Barnum, Forepaugh and other leading shows, and highly recommended by Mr. R. C. Campbell, Chicago. Send the price and get a sample.

All 9 inches Wide.

No. 10, 3-0	5 1/8 in. long	\$23.50 per doz	\$2.25 each.
No. 10, 4-0	5 3/4 in. long.	\$28.00 per doz	\$2.50 each.
No. 10, 6-0	5 7/8 in. long, heavy.	\$32.50 per doz	\$3.25 each.
No. 10, 7-0	5 7/8 in. long, ex. heavy	\$34.00 per doz	\$3.50 each.
No. 10, 9-0	5 7/8 in. long, ex. ex. heavy	\$42.00 per doz.	\$4.00 each.

RENOUS, KLEINLE & CO., Sole Manufacturers, Baltimore, Md.



## Publicity

Is the name of the popular English Monthly Magazine which succinctly places before its readers full and latest particulars of what cute advertisers are doing in all parts of the world. Articles on advertising by newspapers, magazines, cars, billboards, distributing, menus, sandwichmen, signs, window displays and all common sense forms of securing attention.

Subscribers throughout Great Britain, America, Canada, India, Australia and New Zealand. 50 CENTS YEARLY.

MORISON'S ADVERTISING AGENCY

HULL, ENGLAND.

ROBERT H. COBLINS, Distributor, 310 Middle Street, NEW BEDFORD, MASS.

MIDDLESEX County Distributors, Box 1093, Middletown, Conn. GEO. W. SCHNEIDER, Manager. All kinds of advertising matter distributed. Lowest possible rates.

FRANKLIN, PA. Population 9 000.

ALEX. BRADLEY,

City Billposter and Distributor.

MEMBER I A of D Established 1871.

WE do Distributing, Sign Writing, Billposting and General Advertising in an artistic, prompt and strictly first-class manner, at very reasonable rates. Address for terms, The Tuscarawas D S W & B P Co., Box 166, Canal Dover, O

ALLEN'S PRESS CLIPPING BUREAU Deals in all kinds of NEWSPAPER INFORMATION. Advance reports on all contract work. Main office, 310 Montgomery Street, SAN FRANCISCO.

GLENCoe ONTARIO Pop. 1,200. JOHN FOY, Sign Tacker. All kinds of distributing done. Excellent agricultural and railway center. 10,000 sign contracts wanted. Billposting.

J. S. MARTIN, Indianola, Iowa, distributes and tacks signs.

MIDLAND ADVERTISING CO., JOSEPH REID, Manager.

LICENSED DISTRIBUTORS,

Members I. A. of D.

617 Grand Ave., KANSAS CITY, MO.

PALATKA, FLA. Pop. 4,000. H. L. MILLER, Billposter and Distributor. Best of references. Owns all boards.

We take special pleasure in announcing that we have been elected to membership in the International Association of Distributors at Dunmore and

SCRANTON, PA.

and we will guarantee to uphold the dignity of the Association at all times.

Our work can be depended on. REESE & LONG.

## Billposters and Distributors

Located in towns which do not employ all of their time, are losing money by not being able to paint signs. We care not if you never had a lettering brush in your hands, you can paint good signs with our

## Letter Patterns.

We are putting up outfits of letter patterns, cut from tough strawboard, assorted sizes and styles, with a view of doing the greatest amount of work with the least number of alphabets, as follows:

- 2 to 10 inches—2 to 8 inches—
- 1 1/4 or 2 to 6 inches—1 1/4 or 2 to 4 inches.

Each outfit consists of 10 alphabets and 5 sets of figures. Price, \$3.00 each.

We have larger and smaller outfits at corresponding prices. Each of the outfits mentioned consists of over 300 letters and characters, which is less than a cent apiece. Can you afford to do without them? Think a moment and consider the amount of work you have lost by not being able to paint a sign. We will send, postpaid.

### A SAMPLE ALPHABET

for 25 cents, size from 2 to 6 inches high.

Some of the best sign painters use patterns, as they can do double the amount in the same time with them.

CIRCULARS FREE.

## Exemplar Sign Works

Pickerington, Ohio.

R. H. FORGRAVE, Manager.

LEWISTON, IDAHO. The principal city in the state. A. E. ELLIOTT, Billposter and Distributor. My motto: Prompt attention and honest work.

WM. ALLEN SMITH, CITY BILLPOSTER,

Distributor and Sign Writer. KIRKSVILLE, MO.

WM. E. WARE, Billposter, Distributor and Sign Tacker. Metropolis, Ill. Pop. 5,000. Pop. county, 22,000. All work guaranteed to be strictly first-class and up to date.

Wilmington Bill Posting and Distributing Co.,

WILMINGTON, DEL. POPULATION OF CITY, 75,000.

JESSE K. BAYLIS, GEO. W. JACKSON, PROPRIETORS

OFFICE: GRAND OPERA HOUSE.

The population of Iowa-terk and adjoining counties is about 60,000. I will Post Bills, Distribute, Tack Up Signs, etc. Terms moderate. Give me a trial. Am responsible. Can give reference.

GEO. CLIFTON, JR., 1020 West Street, GRINNELL, IOWA.

SEND FOR CATALOGUE:

THE AMERICAN PROCESS ENG. & CO.

Best Cut Makers in America!

FINEST HALF TONES LITHOGRAPHERS ILLUSTRATIONS. BEST LINE ZINC ETCHING: WOOD ENGRAVING - OF ALL KINDS: CINCINNATI, O. BUTLER BLDG.

BERNARD, BOX 92, Savannah, Ga.

500 Sheets	Early Bird Tobacco	60ms
450 "	Child's Cigar	12 "
470 "	Old Virginia Cheroots	3 "
600 "	Chanucey Depeu Cigar	3 "
420 "	Duke's Mixture Tobacco	3 "
600 "	Horse Shoe Tobacco	2 "
700 "	Star Tobacco	2 "
1,050 "	Local Merchants, indefinite	

BERNARD, 220 Whittaker St., Savannah, Ga.

Giving strictly first-class service, maintaining Association prices, treating patrons with fairness. Only Commercial Billposting Plant in the city. Also contract for new firm in Charleston. Member A B P A, Savannah. Member I A D, Charleston.



## Cincinnati

has a population of 400,000 people, either house owners or wage earners.

## The John Chapman Co.

has all the billboards, and most of the bulletins in Cincinnati. We also do good sign tacking and distributing. Offices,

17 LONGWORTH STREET.

MACON, MO. POPULATION 6,500.

F. C. PARKER,

Licensed BILLPOSTER AND DISTRIBUTOR.

Owens All Bill Space.

OFFICE IN BLEE'S THEATRE!

BILLPOSTING OF ANY DESCRIPTION LARGE OR SMALL QUANTITY.

Send to my address for prices and particulars.

E. J. CONGER, Prop. and Mgr Central Opera House, MANCHESTER, IOWA.

DENVER COLO.

THE COLORADO BILL POSTING CO.

DISTRIBUTORS AND GENERAL ADVERTISERS.

# HENNEGAN & CO.,

NEW ADDRESS, \_\_\_\_\_

127 East Eighth Street, CINCINNATI, O.



## Now Ready!

After making many improvements, enlarging every department, adding new machinery, type, etc.

We are now better prepared than ever, to turn out all kinds of . . .

# Printing

in the very best style, and the shortest time.

Write us for prices on anything you need.



## HENNEGAN & CO., Cincinnati, O.

.....  
TRY ONE OF OUR STOCK LETTER STANDS.



# W.F. Williamson St. Louis Sign Service 210 N. 7<sup>TH</sup> ST.

You will find this imprint over Twenty-eight Thousand Lineal Feet of Pointed Bulletins in St. Louis.—All Star Locations.

**ANDERSON, IND.,** POPULATION 27,000.

Greatest Manufacturing City in the West

**W.M. FUNK**

**BILLPOSTING and DISTRIBUTING CO.**

3,000 feet of boards, centrally located, on street car lines and at each depot.

Commencing with 1899, I will distribute all advertising matter at \$2.00 per 1,000, with unimpaired men. Satisfaction guaranteed.

**C. P. REYNOLDS, City Billposter.**

Winchester, Illinois.

Own and control all the prominent billboards in the city. Population, 2,500.

**W. Newell,**

City Billposter and Distributor,

Now Building New Boards,

**Baker City, Oregon.** POPULATION 7,000.

**LIMA, OHIO.** Has a thrifty wide-awake, bustling population of over 25,000. It will pay you to put it on your list. **W. C. TIRRELL & CO.** Bill Posters and Distributors.

**HARKNESS • BILL... POSTER.**

New Boards Locations the Best

**STOCKTON, CAL.**

Here is where the advertiser gets his money's worth.

**NORWALK AND SOUTH NORWALK, CONN.**

POPULATION 20,000.

**HARRY B. BUSSING,**

CITY BILLPOSTER.

Distributing and Sign Tacking Sign Painting All boards centrally located and on car lines Write for estimates on all kinds of

OUT-DOOR DISPLAYS.

Member Associated Billposters' Association. OFFICE, WALL ST., NORWALK, CONN.

**M. P. SHERMAN, BILLPOSTER AND DISTRIBUTOR.**

RED BANK, N. J.

**The A. H. Waitt Advertising Co., BILLPOSTERS AND DISTRIBUTORS.**

Sign Tacking and General Advertising First-class service All work guaranteed, protected and renewed.

LAKE CHARLES, LOUISIANA.

Population Lake Charles 10,000, Westlake 1,000

**CITY BILLPOSTING AND DISTRIBUTING.**

Address A. ADAIR, Cawbria Theatre,

Johnstown, Pa.

A SPECIAL OFFER

—OF—

**Business**  
The Office Paper

Send 15 Cents for a Three Months' Trial Subscription.

BUSINESS deals with Office Management, Routine and Methods, Accounting, Advertising, Economics in its relation to Finance, Transportation, Manufacturing, Commerce, Business Legislation, Credits and Collections. It is a paper every business man should have in his office.

**SUBSCRIPTION \$1.00 A YEAR.**

BUSINESS PUBLISHING CO., 14 Astor Place, New York

## JOHN T. WILLIAMS,

SECRETARY AND MANAGER,

**Northwestern Billposting Co.,**

H. F. TODD, ASSISTANT MANAGER.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

**346 MORRISON STREET,**

POPULATION 90,000. **PORTLAND, ORE.**

**SOUTH BOSTON, VA.,** Population of the town 3,000. Population of county, 35,000.

**NICHOLS & TERRY, Sole Billposters, Distributors and Sign Tackers.** Good Work Guaranteed. First-Class References.

**TRUCKEE, CAL.** A. H. PRENTISS, CITY BILLPOSTER AND DISTRIBUTOR.

Also Boca, Overton and Lake Tahoe City. SERVICES GUARANTEED.

**JAMES E. CUNNINGHAM, THE ONLY LICENSED CITY BILLPOSTER AND DISTRIBUTOR IN BALDWINVILLE, N. Y.**

We have organized a special paste brigade and an efficient distributing corps, and can give unusual facilities in the way of billboards and advertising space. We bill forty-five suburban towns within a radius of seventy-five miles. We canvass every farm house on our mammoth route. Population of territory covered, fifty-five thousand.

### We Want Distributors.

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

The Advertising World, Columbus, Ohio.



GOOD SERVICE! GOOD BOARDS! GOOD TOWNS!

**THE AMERICAN CO.,** Bill Posters and Distributors. Railroad Showing in 27 towns, in Wood County. Two Trips per Month.

—WRITE US FOR PRICES—

Reference The American Tobacco Co., California Fig Syrup Co.

Lock Box 32, BOWLING GREENE, OHIO.

## BILLPOSTERS' PASTE BRUSHES.



This is our celebrated "UNEXCELLED" The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

8 in., \$2.75 ea. 9 in., \$3.00 ea. 10 in., \$3.25 ea.

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Own all Billboards in City.

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After you have ordered your posters I will place them for you anywhere in America, on the best billboards of the best billposters at their regular lowest prices.

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Every city and town of New England of 10,000 population and over can be thoroughly—even heavily—posted with 4,000 8 sheet posters, leaving a sufficient number to renew for thirty days.

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ALL FOR \$3,492.

Don't misunderstand—I know you have been told that billposting is an expensive method of advertising, and you may think there is some trick in the above estimate. There is no catch of any kind; the simple fact is—billposting is the cheapest method of advertising as well as the best method. And the estimate above calls for a generous allowance of posters in every city and town in New England, and no charge for any portion of the service that is in any way unsatisfactory.

Leave All Details to 



Phone 2074-38.

# \$ Sam W. Hoke,

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