

# THE BILLBOARD

VOL. IX., No. 10.

CINCINNATI, NOVEMBER 7, 1897.

PRICE 10 CENTS  
PER YEAR, \$1.00.

## WAR!!!

At Paterson, N. J., Ended.

Fratt Leaves the Field Entirely and  
O'Malley Sells Out to the Gule-  
Hanson-Lowden People.

The following special dispatch was re-  
ceived by us here about to go to press.

New York, November 7.

Editor The Billboard, Cincinnati.

The bill poster was at Paterson, New Jersey and Elizabeth, N. J., was called off November 1, when Mr. Sam Pratt left the field entirely and Mr. O'Malley sold his interest to the Gule-Hanson-Lowden people. O'Malley retains a small amount of stock in the surviving company, which is incorporated as the Paterson Bill Posting, Advertising and Sign Painting Co. The officers are: O. J. Gule, president; Wm. B. Lowden, vice-president; F. H. Frick, secretary and treasurer.

The Board of Directors for the first year are O. J. Gule, Harry Hanson, F. H. Frick, Charles J. Hicks and William B. Lowden. The New Jersey Bill Posting Co., the name assumed by Pratt & O'Malley's establishment, ceases to exist, all its plant being absorbed by the stronger concern.

The above telegram confirms our belief that the "open" association is not a long way off. Here we have an officer of both associations joining hands. If Hanson can be a member of the A. B. P. A. from Paterson, why not from New York, where he has the ideal plant of America?

## THE NECESSITY FOR MORE SYSTEM.

BY JAS. W. MOORE.

It is strange how difficult it is to secure accurate information from some bill posters—good bill posters, at that. In numerous instances nothing can be learned until the month is up, when the bill is sent in.

No matter how implicit the instructions are that may accompany the order and

the paper, the work is done in the usual way. I have repeatedly sent out orders that specified that the paper was to be furnished, only to be told at the end of the month that the bill poster thought it advisable to thoroughly scrub. Then I have sent orders not to duplicate, and receive a list showing a hundred posters on a dozen locations.

still there's no answer. Then I telegraph, and about this time comes a bill and list, showing that the day is by just about scraping, and hoping that the correspondingly few work gives will show him. (The bill poster) a somewhat sober

I show this to the advertiser, and he throws up his hands and commiserates at other posting orders.

never think to ask for this particular thing again.

If the bill poster does his full duty, and sends accurate orders of the date placing before, the advertiser, immediately issues a statement, or form of advance, to that town as city and holds up the trade with the goods.

Extreme are rare, and the bill poster that receives several orders, and many of them.

For some years I have been playing the bill posting for the George W. Childs' Cigar, and the money that overruns there, away at the beginning was, to say the least, unobtainable. Finally these people stopped advertising, except in towns where the goods were already placed with the retailer.

They were compelled to adopt this course because the other and better course could not be followed.

The same thing is happening every day with other advertisers, and many a hundred thousand dollars that would have gone for bill posting has been channeled into other channels because of ill-considered.

I heard a story the other day about a new poster that had just been installed in a good and prosperous church. He provided his list several, and took occasion to remedy defective goods of all kinds, including stock handling. At the close of the month he was told that he was to be careful not to touch upon stock handling, for one of their most liberal members was a board of Trade stock broker. Next Monday the preacher exhorted against the sin of drunkenness, and at the close of the service another liberal member said that brother so-and-so, occasionally took a social glass too much, but the pastor was a liberal giver and it was better that nothing be done to wound his feelings. This continued for some weeks, when finally the preacher called a meeting of the elders and asked them if there was any particular sin that he could preach against without wounding upon the sin of some member of the congregation. The elders considered the matter for some time, and one of them got up and said, "We'll tell you what, you do; preach against drunkenness; I don't think I should."

Now, I was not preaching against drunkenness; I don't believe a single teacher of this pulpitation is a Heretic. What I preach against was crying out in the bill posting business, and if my remarks are read by any advertiser I hope they will reach their ears. They may get in the collar for the time being, but I am not to blame for that.

The above is intended for all whom it may fit.



W. C. TIRRILL.

And when then all this, is the inability to get any kind of information as to when the posting is to begin. I send out orders with instructions to notify us promptly on the day the posting begins. A week later I write to know if the paper has been posted. I receive no reply. To minimize the advertiser is suddenly willing to know when the posting is to begin, so he can send advance to the town and post the side of the goods, but

Why? The posting has been done, and done well, as investigation proves. Then why is not the advertiser satisfied? Because advertising is intended as a means toward selling goods. The time to get the retailer to buy goods is when the advertising is being done. And no matter how well an article is advertised, if the retail trade has not got it in stock when called for the consumer will buy something else in its stead, and probably



## DEFENSE D'AFFICHER.

ROBERT YOUDE, BILL POSTER.

"Under the above title the following article (condensed for THE BILLBOARD) appeared in *The World* of October 4.

*The World* is a weekly paper published in London, England. A currency valuation would indicate that it was a dirty, cheap, black-and-white sheet, without any reason for existence.

Robert Youde is an uncollegiate bookkeeper. He is, therefore, an every-tinged letterer well at once perceive, the very same to language and carry out a genuine financial education, the figures which are intended to run into more than millions of money. We never like to see a man get up, and by enterprise and hard work get away a competence for the benefit of his delecting spouse, but we cannot help recognizing the fact that some men are anxious to make money too rapidly, and, for Mr. Youde's own good, we would ask him whether he is not at present buying himself open to the charge of belonging to that class.

Mr. Youde, then, appears to have been for some time past in league with a Mr. J. Bonnell, who could scarcely, we believe, occupy the post of secretary to the Bill Posters' Association. In this position Mr. Bonnell was able to amass a large amount of information as to the status of the numerous bill posting businesses throughout the country, and it is this knowledge which places him in a unique field which he is endeavoring to exploit to his own benefit, both himself and the ambitious Youde. Mr. Bonnell is also desirous of sudden wealth, and we have it on our confident authority that, when he manages to pull the scheme through, a number of his creditors are likely to get upset. We are sure for his creditors, but we must do what we can to nip in the bud their chances of receiving their debts through the agency of the Robert Youde Bill Posting Agency.

This syndicate is to have a capital of \$500,000, and its object is "to provide funds for the acquisition of existing bill posting businesses and the establishment of similar businesses in the United Kingdom, with a view to the transfer thereof to an inland corporation called Robert Youde, Ltd." In other words, the scheme is to acquire a monopoly of the bill posting of the country. That is, doubtless, a legitimate object, and we might be worth the attention of investors if followed by responsible people and carried out on reasonable, not as any equitable, basis. But Mr. Youde, in his capacity as "General Director," when the entire management of the syndicate lies in one hand, and it is laid down in

the prospectus, that it is being privately

circulated, that "all money that may be advanced by this syndicate will be under the control of Mr. Youde." Poor Mr. Youde seems to be excluded from the plan.

Bill posters all over the country have been deluged during the past month with notices from Mr. Youde, all setting forth in glowing terms the advantages to be derived by a sale of their business to him, and even hinting at dire results to those who do not see their way to fall in with his terms of purchase. In a circular dated September 16, he says: "I shall be glad to hear if you are willing to dispose of your business. It is important, if the matter is entertained, that you should decide at once, so all negotiations will close on September 30, and after that date I shall not entertain the question of purchasing anybody."

On September 27 Mr. Youde so announced, else by election, that he was prepared to purchase with any firm having a genuine business to dispose of, and to enter into an agreement with the owner to give him an option to purchase such business on or before December 31, 1916. As one consideration for the granting of this option, he expressed his willingness not to start in opposition to the firm with whom the agreement might be made for a period of twenty-one years, so that should he fail to complete the purchase he would not enter into legal opposition. "Outside this option," he adds, "I will not be bound against starting at any place I think fit."

It will be seen that Mr. Youde is to purchase an enormous and a considerable number of bills. He is, in a way, in our language, of such nonconformity and of impure temperance, the latter being a quality which we lack to fault. But we would, if all good men, regard to Mr. Youde and Mr. Bonnell that they are playing it rather low down when they begin to frighten tradesmen into selling their businesses under those conditions of extraction, for this is clearly the meaning of the circular. Translated into plain English, Mr. Youde's proposal is this: "Give me an option to buy your business or I will give you an enormous bid, as will enter into competition with you and drive you out."

Under conditions of this sort serious owners may easily be led into dealing with this business at quite inadequate prices, but we would caution those who have, for our own opinion is that Mr. Youde has overreached himself, and is vulgar but expensive American parlance, has taken off more than he can show. We have numerous clients who are being wronged by the real trick of Mr. Youde's little game, but we think that, on the whole, we will rest for the present.

We may have something to say also with regard to the sale of Mr. Youde having secured the entire printing business in connection with the business, work plan and secretary of David Alan & Sons, Limited, the pictorial group printer and designers, and with reference to the sale of that firm's business during the past year.

He tells us that he will issue his prospectus to the public before long. We shall be pleased to see it, and to compare it with that of previous years. And the great question is to come not later than February next. The prospectus is indeed in issue, and we look with curiosity for the issue.

We do not know how an article like the above will be received in England, but after reading it an American printer would simply remark: "They haven't been giving."

## CHICAGO.

## Gunning's Fence Not Liked—How an Unlaid? (7) Newspaper View 2.

Criticism has been kept upon the temporary department of the United States by property holders and leaseholders across from the site of the new post office for permitting the erection of a temporary show signs that completely enclose the grounds. These stands, which are twelve feet in height, about ten feet in width, and are situated at the street line, and are situated in the four thoroughfares. The temporary structure, whose existence depends on the length of time consumed in completing the public building, is also said to detract considerably from the surrounding architecture by its ugliness.

Secretary Cope's assistants are accused of lowering the side through with under half, and not making specifications to cover the building of a fence and the use it might be put in. Architect Cobb let the contracts according to law to the Joint Builders of the United States. The company was instructed to go ahead with the work, a specification being made on the building of a fence that would keep spectators from interfering with the work of the men engaged on the grounds.

McArthur Brothers, with the opportunity of reading on the stands, were able to see the work on the contract for the erecting. Just as soon as the contract was issued over to them, R. J. Gunning & Co. were instructed to put up the fence and see it for shortening. This was done under the old disintegrated old buildings and no place was left by the destruction of the contractors for their work. For the privilege of having space on the big fence, Gunning & Co. are said to have paid a considerable sum to McArthur Brothers Company.

In putting up the stands the show men build them so substantially that they are allowed to last five years. If that length of time should be consumed in building the postoffice. The displays are to be so varied as a variety program. This is what the object of the stand is against the "house" by the Great North-West Hotel Company, the Union League club and Bentley's. Forces of the bus-

teley, members of the club and frequenters of the restaurant will be benefited by the construction of the stand, and not advertisement or soap advertisement.

As the stands do not exceed twelve feet in height, they are said not to violate the fire ordinance. Should a conflagration take place in the immediate vicinity of the stand of the block, the fire department would be greatly hampered by the structure. Fire Marshall Powers will investigate the matter in the grounds that a fire within the square during the construction of the stand will not be reached from the stand. The tearing down of the stands in the case, involving such thousands of dollars worth of property might be considered.

On all sides of the rectangle persons are permitted to walk in the street. In Adams street a temporary sidewalk two feet wide has been built, but this will not accommodate the needs of people at any one time during the day. Pedestrians in Jackson boulevard are permitted to walk on the asphalt pavement at the risk of being run over by bicycles and cars. In La Salle street, Clark street the danger of being hit is increased by the presence of the cars.

"This fence is extremely ugly," said one of the men who is in charge of the Union League club. "A structure of some kind is needed, but I think that will be built soon."

W. S. Edm., of the Great Northern, has said that it is to be a serious matter the progress of the contractors in operating the city business all night and disturbing the goods.

John J. Kinley, of Kinley's restaurant, was told and whereas it has complaints against the structure of show signs. He declared that they would completely block the walk of the street that the business of the house would be interfered with.

Henry Ives Cobb, the architect, mentioned that the fence built by Gunning could dispose of the space as they are fit. He admitted that a fence had been stipulated in the contract, but that it is not to be built.

"McArthur Brothers' Company made the lowest bid for the work," said he, "and were according to law entitled to the work. The contractor who overtook that, the contractor who overtook the fence when he bid the contract, made a big mistake. Had we an opportunity for the successful candidate to build a fence he had not hoped to make any money out of the actual work on the ground."

Eighty spaces have been arranged for in the square block. There are sixteen on each side of the block, and sixteen on each corner. While the government give little chance for McArthur Brothers to review on the matter and other work, the contractor firm is said to have arranged for the greater part of the profits of Gunning. Space are arranged at a low rental fee. The amount of the rental fee is said to be in the neighborhood of twenty-five dollars. For a year the gross receipts will aggregate \$1,000,000 on the complete structure.—Chicago Chronicle.

Subscribers for THE BILLBOARD are invited to receive the Special Christmas edition at the regular rate.



## HOUSE-TO-HOUSE DISTRIBUTING.

BY JOSEPH BROWN

(President of the International Association of Distributors.)

You frequently hear it said that distributing and circular advertising are of no good, and are an absolute waste of money. I believe this mistaken impression of circular advertising has led many advertisers to neglect this field. In fact, I know it to be the case in my town. They refer to the papers and tell me they reach the people best through that medium, yet in this city where the best newspaper has been up for over 30 years giving their facilities for advertising your goods. Yet the merchant, in other lines is not the print, and goes on giving the newspaper more than a page for his paper—one issue—that reaches only 25,000 or less of the city's population, when the same amount expended in distributing would give him a distribution of 70,000 circulars or packets, reaching a far the other 30,000 families that never see the newspaper.

I will admit that in such advertising matter is wasted, destroyed and often wasted. I know it; yet this is largely the fault of the advertiser. He is in other words losing the cheap man, which always means the man that seldom gets the matter all off, if he does, he puts it out in the original handles—under bridges and sidewalks, is stolen, and soon frequently into the flames of some poor house, or left to rot. With all this, the advertiser does not take as heavy or expensive a risk in securing direct service in the general distribution of his matter as he does in advertising his advertising with the best methods of newspaper, of which most that their cities they issue thousands of copies more than they really do.

I believe in newspaper advertising, and I believe in circular advertising, which is better, I know. The two should be used together to produce the best results. Instead of using a page at the newspaper once a week, put in a small every day talking attention to your business; follow this with your circulars or booklets. The advertisement in the paper keeps it before the customer, and the booklet or circular comes along once in a way and tells just what you want to say to these persons all practically reaching the advertiser a town of 30,000, two booklets would reach every family, and there is no newspaper on the land that would have the gift to direct to reach over thirty per cent of the families. It would be necessary to get your ad in every paper in the city in order to reach every family—that would multiply many times the cost; while your circulars would go into

every family, and in ten or more large groups of homes. All newspapers are of no use; they obscure the advertiser for each. Some of them are false, in that they have no circulation. Some of the papers in my city have a wide circulation at home, and are good advertising mediums; others have not so broad a distribution, yet they do thousands of dollars worth of advertising. Others are false distributors here. They take work for whatever they can get, and put out a few "trade marks", until their bill gets their money, while the honest, solid distributor suffers the loss of the work and also for the character of the work. The advertiser is largely responsible for this; he is experienced and knows what the work is worth; yet he slips his goods to the man that takes the work.

The International Association of Distributors guarantees their work, and take the responsibility. We are able to get out more—faster, but we make good that a contract, and get clear of them at once. If you don't believe it, ask the Dr. Williams Medical Co., Elkhart, Ind.

Many contracts are the basis of sending advertising matter to dealers to put out. This would help some, if the dealer would put it out, but they do not do it. Then are our heads of it that go to the dump or go to a little of it to the work while he remains prominently around with a sack of it at 25 cents a day. This sort of advertising does not pay. Advertiser should secure a responsible distributor to get out their matter, and to secure a demand for their goods. The dealers are better calculated to supply the demand. The International Association guarantees their work. If you doubt it, see the Erie R. P. Fishback Medical Co. We do not bind our members in any set rules, such as regulating their prices, but to keep us we had that they do honest distributing, no advertising—carry their names on the records of our list better heads in this way, their names reach every advertiser in the land many times each month. But just to state as we find them bringing the confidence of our persons we use it all and keep their names from our rolls.

In one word throughout the cities, no one serious person takes all kind of distributors—some good, some bad—and we find agents direct from their home offices betraying the confidence reposed in them. I see a contract with one of these men, they do his work for \$1.00 per thousand. He went out and found another man for \$1. While the work was going on, so as a local head booklet of the matter (usually 100,000 booklets) of the advertiser handed in other out-of-the-way places. The agent was on the ground, but of course, didn't discover anything wrong. You've heard of things called a

"take-out," haven't you? So? The same people have just completed the work again, and in the same kind of a job. Customers and booklets booklets come in three or four in the town twice a year. The Order of Chicago is doing some work here now. He would have no money by having it so good. It was of no value to the advertiser.

The I. A. of D. guarantees to work all over the land, but their press runs too high for some people.

Honest system. The members of the I. A. of D. should keep their work in mind. Make it your golden rule to give honest service. When you put out advertising matter, do it in your mind as if for yourself. Make every place count; talk up the goods, do all you can to create a demand for them. Hastily advertising is all in form, give it your attention and keep up with the times. Personally supervising the distribution, and see that every piece is properly handled. You can not guarantee to have success unless you give it yourself, and not change to another man's work to cheap. If you should take a job to cheap, do not waste the matter, but take your medicine. You will know better than this. Brighten up your mind. Honest service must be rendered in order to secure the business. The advertising matter placed in your hands costs much money, and every piece must be worth money laid to the advertiser, besides the loss to business, which one can not estimate. I have been working on the same people for advertising, but they have been treated so badly by distributors that it has been an ugly business. But I have succeeded in getting into jobs, some of them so large as 200,000, making up all several hundred thousands, and one sign talked for the C. C. Johnson Co. If you desire to place any advertising matter anywhere in the United States, and want to know that it will be done according to instructions, place it with the members of the I. A. of D. They guarantee their work. If you wish to be classed as a member, you may join the I. A. of D.

We wish to join with all the active distributors in the land, and to this end let every member read to Article 2, Section 1, of our by-laws, and read them. I have no objection, and I am glad we will soon see our membership increase by placements. Go to work, every one of you, and send the Secretary at least one application. Never neglect to answer a letter from a brother member; be prompt in all your correspondence. Cultivate the acquaintance of each other and the advertiser, for he is our master; if we are true to our members. "An actor three is strength." We are asked, we are strong and we shall win. We say today recognized and provided by nearly all the reliable and substantial advertisers in the land, and so want them all. They are coming our way. Boys, get their right side, they will join us and stay with us. In the past few months I have added to my list of persons right of the largest advertisers in the United States. Join us and be happy.

The following firms have recently joined the International Association of Distributors, viz.:  
W. L. Robertson, Roseton, Va.; Henry Barker, Greenfield, Tex.; G. W. Jackson,

Wilmington, Del.; J. H. Hutton, Ashland, Ky.; Geo. H. Leonard, Grand Rapids, Mich.; C. D. Wright, Washington, D. C.; F. Adams, D. S. Spaw, Columbus, O.; F. C. Schwarz, Lincoln, Neb.; E. R. Eddy, Mansfield, O.; Geo. H. Spang, London, Pa.

Considering the right and correct conditions that an applicant has to undergo to get into the International I am glad that it is phenomenal.

Mr. H. T. Haves, the general advertising agent of the C. C. Glass Co. of Philadelphia, was a BILBOARDER until October 27, W. C. TERRY of Lima, O., also dropped in October 27. Mr. Terry has an exceptionally able article in THE BILBOARDER, October, which in well worth reading.

As a rule all advertisers pay their bills promptly, and distributors lose very little money at this score. Now and then, however a dead beat does not pay the bill, and every distributor owes to his fellow-BILBOARDERS not to sell their goods and not to sell their bills. Natty W. H. Henderson also, and the firm will be backlisted.

## TIPS.

Elizabeth & Son, Charleston, Mass.  
Lyons E. Fishback Medical Co., Ispes, Mass.

Food's Eatery, 34 Fifth Avenue, New York.

General Pure Food, Le Roy, N. Y.  
Howard Conrad, Akron, O.

The Software, Cleveland, O.  
The Standard, Buffalo, N. Y.

Electric Lamps Store, 43 Commercial Street, Boston, Mass.

Tela Wig Co., Rochester, N. Y.  
The Standard, Buffalo, N. Y.

De Shaw, Philadelphia, Pa.  
Nichols & Co., Room 16, Toledo, Chicago, Ill.

Printing & Co., 214 State Street, Chicago, Ill.

Paragon Tea, Cleveland, Ohio.  
E. C. Conkey, Cleveland, Ohio  
Marling Kennedy, Indiana Massed Springs, Ill.

## PATERSON.

As we stated in last month's issue, Cole & Pich have bought out Hicks, in Paterson, and are working a big bid for business in that city. It has developed, however, that prior to their embarking in the business, Messrs O'Meals and Pratt had bought out Fitzgerald, who held the franchise in the New Jersey State Association. Hence it will be seen that we have a fight between Cole on the one side and O'Meals and Pratt on the other. And that is the members of the Executive Committee, too.

The many friends of Mr. Edward A. Bookbrow will sympathize with him in the loss of his mother, which occurred at Rochester, N. Y., October 15.

Kingling Tom, World's Greatest Shows will pattern up among the entire bill posters, next year. It is partly possibly conceded now that this attraction bears more paper than any other circus on earth.

## THE BILLBOARD.

PUBLISHED WEEKLY BY  
THE BILLBOARD PUBLISHING CO.,  
100 East Fifth Street, Cincinnati, O., U. S. A.

Address all communications to

For the advertiser or business departments of  
THE BILLBOARD PUBLISHING CO.,  
100 East Fifth Street, Cincinnati, O., U. S. A.  
Subscription, Five Cents Yearly, In Advance.

## ADVERTISEMENT RATES:

Advertisements will be published at the following rates for the first week after they are ready for advertisement, and thereafter as follows: For one-half of the month, 75 cents per line; for two-thirds of the month, 60 cents per line; for three-fourths of the month, 45 cents per line; for the full month, 35 cents per line. For advertising in the "Billboard" for the first week after they are ready for advertisement, and thereafter as follows: For one-half of the month, 75 cents per line; for two-thirds of the month, 60 cents per line; for three-fourths of the month, 45 cents per line; for the full month, 35 cents per line. For advertising in the "Billboard" for the first week after they are ready for advertisement, and thereafter as follows: For one-half of the month, 75 cents per line; for two-thirds of the month, 60 cents per line; for three-fourths of the month, 45 cents per line; for the full month, 35 cents per line.

The advertiser is responsible for the correctness of the copy and for the payment of the bills. The advertiser is also responsible for the correctness of the copy and for the payment of the bills. The advertiser is also responsible for the correctness of the copy and for the payment of the bills.

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

## NOVEMBER 1st.

With this issue THE BILLBOARD comes upon the fourth year of its existence. It hardly seems possible that a twelve-month run has rolled around since last we directed attention to the paper's birthday, but this is the case, as the calendar says. Time flies, especially when one is busy, and the year just past has been such a busy year—and such a happy year. It has been crowded with contention, which has resulted in times unimagined in good, healthy, hearty success. We have enjoyed those and our efforts have, too—well, at least we hope so. At any rate, the paper has thrived, and continues to grow larger and stronger with each succeeding month. Our circulation is especially healthy. We can truthfully state that there is not a better, distributor, firm manager or power printer of any communication in America as quick, so regularly, and we are fast finding favor among city editors, advertisers and advertising agents.

Year, of course, is something to be thankful for, and so this or our Thanksgiving issue, we may be pardoned, perhaps if so dwell at length upon other blessings which we have to be grateful for.

One of these is an increased advertising patronage. Another, better advertising rates, for not every, the most important of all in the appreciation, confidence and esteem of a large and ever growing constituency.

Among bill posters, in particular, is this noticeable. While it is true, in a large measure, to the far and important measure in which we have noted our commendation and criticism, it is owing as less to the fact that the craft is beginning to realize that we are honest and carefully discriminated in all measures that we advocate. Of course, no paper which occupies approval, We have known

instances ourselves. But, after all, a paper that has no enemies among merchants and friends.

Many bill posters are wondering to the fact that the fight we are making for the open specification is a long step in the right direction.

Recent gentlemen who wanted large cities and were loudly avowed against us on this issue, have concluded that ultimately we will achieve a victory. One of them recently said: "You're right on the question, and so are England's bill posters. I don't believe you would ever have had an argument if you had led up to the issue gradually. The trouble was, you were a little ahead of the times, and you opening it so abruptly that most of us were surprised against you before we had time to think the matter over carefully. You will win in time, though, and when you do you will win a whole lot of friends."

We feel confident ourselves of victory. Of course, we do not expect it in the immediate future, but we are altogether confident of the final outcome. When such discerning, careful thinkers as E. C. Campbell, C. C. Donnelly, Ed. Barr Robinson and Mr. Sam Swift concede the wisdom of our theories, we are sure the wisdom of our purposes will increase rapidly.

We recently heard the boss put rather graphically by a well known advertiser against Bill. He said: "The advertiser is much like the proverbial lion that you can lead to water but you cannot make him drink."

"Bill posters," he exclaimed, "are ignorant, lawless and reckless to their boss's content, but they cannot make the dominant desire of the American business man to buy where he can buy the most for his money. All their attempts will result in failure, and worse than that they may give rise to application. For instance, a short time since J. Edward Carroll had authority to himself. He was a good fellow, affable, genial and counted his friends by the score. He owned his store, and so one ever dreamed that any one would attempt to enter the list against him. No one would have, either, but Bill's, loyal to the policy of the advertiser, refused this contract, and that until McDermott determined that he could make a good thing out of the work that Bill's refused, if he never got anything else. And now Bill's has got Bill's, only opposite on his head which otherwise he would never have known."

For whose advantage of this "clever" suggestion is fundamentally wrong, and under the special dispensation rule it is wrong than ever. Any member of the A.

B. T. A. who has opposition one now be relieved of all obligations to maintain prices, etc., while the members who enjoy liberality from opposition are expected to invite it by reducing work at the discretion of these members who are free to do as they like. It is almost on its face that the contrary, it is almost on its face.

The open specification would really show matters better. We do not think that it would do away with opposition entirely, but we do steadily maintain that these cities that are now free have it would be too much more secure and that they are under the same regulations. We go further, and affirm that in cities where opposition has already obtained a foothold it will eliminate it from out of five times, and in the fifth case it will turn opposition into competition, to the benefit of the advertiser of everybody concerned.

This it will do, too, within two years if given a trial.

## WHAT IS THE BEST SIZE FOR A POSTER?

BY JAM W. MOON.

A great deal depends upon the point of view. I know many bill posters who prefer one size, or at least a part one, but there is a strong opinion that one of their reasons for wanting one size is in the opinion of the advertiser that one with which one should be available for all one's work and other things of great value.

I think that the one-size has its use, but certainly some advertisers have gone to the other extreme, and are striving to use large posters one to make. A great deal of it is, I believe, about as big as they have yet got; and I have been in numerous instances where these enormous signs had to take a look and avoid the center because there was not sufficient room on the prominent boards to accommodate the sign.

The other extreme is, of course, a small one, and one is to get into any billpost, being only about two feet in length. A 3-foot poster will just the same amount of space as three 1-footers, and if the advertiser needs one 1-foot one it is very apt to find a large number of them boarded into stands of at least 20 sheets, and frequently I have seen as many as six or eight or ten 1-footers boarded together.

If there were any way under the sun to prevent bill posters from boarding 30 sheets I would be inclined to favor that one as among the most valuable, all things considered. The 3-foot is large enough to hold an ordinary amount of reading matter; it is very easily done from across the street, and it is convenient and makes it possible for an advertiser to cover the entire town or city, and still have money left to spend in the next town.

Of course, the advertiser who has no good money that he needs not to count the cost, may take the 20-sheet, or the 30-sheet, and a great other than if he

them; and there is no denying the fact that a large sign, so to a certain extent, receives more attention than a smaller one. At the same time, reputation is a strong point of advertising, and with the 3-foot one will attract the reader to reading against the same thing after ever been, and is bound to take more notice.

Another good thing about the 3-foot is the fact that it is nearly as easily read less dead space as the 1-foot, and, therefore, is good for the bill poster, too.

## TOLDO.

Mayor Jones will not approve the bill posting ordinance if Council passes. In giving out this decision he said he hoped the council would not pass the ordinance.

On being passed for his reasons, the mayor indicated that the passage of the ordinance in his mind, was to create a monopoly for the bill poster, who is pushing the ordinance, notwithstanding the fact that the price would be reduced by the ordinance.

"Evan & Co. has arranged up all the desirable places of property in the city, and will have a practical monopoly of the business about the ordinance pass," said the mayor. "The other bill posters will, of course, have the same chance, but any time to compete for business, but any business one would give Ryan three times as much money for advertising his bill posters as he would pay other firms, simply because of the increased facilities offered by this company. It is not fair to the other bill posters. Of course they could not compete with Ryan if they are 40, but they will find that all the best places here have been by the other company."

The best illustration of this spirit I have seen for some time was when a woman called on me the other day to obtain my assistance for an ordinance relating to the license fee of the drivers of heavy wagons in the city. She said there was not enough in business now to give an honest living, and if a license fee of large proportion was placed on the business, it would drive some of them out. I asked her what she would do when their business had been taken away, but she could not answer. I then asked her if she wanted a law to live decently with the other street car drivers, and if she could of the question had never entered her mind. That is the spirit that actuates many of the ordinances, and it creeps out in the bill posting ordinance.

Redevelopment, it is really in need of a bill poster. Commercial paper sent there is returned by the person concerned with the matter that the theatre corporation will not pay.

The 24 directors of the Ohio Bill Poster Association was for March certificate. The amount was tendered at Alliance City, but refused because the Secretary had an objection with the amount. The amount was paid because it was brought to the attention of the Secretary of the State Association.

Gen. Knox, of Nashville, Pa., sends us catalogue of a recent paper published here in Nashville. It is a marvel of photographic reproduction.



## Signs & Sign Painters

Address all communications for this  
 K. H. FURBER, BOSTON, OMA.

No kind of brittle black should be used in eye water, such as oil and Saker's paint. It makes the hair brittle. However, wood wash it in, it has a tendency to soften the hair. Before placing it on soda water will leave it a few days. Always keep brushes in oil or water. To prevent wax from leaving put in some glycerine. When a tin of wood wash begins to come loose, spruce it together a little. When the hair is in a brush becomes crusted, place it on a warm surface and stroke it with your hand until it becomes straight. Brushes should always be kept suspended in the liquid. Standing there as well as in water makes the hair crusted. There never was, nor never will be, a brush made of coarse hair. The so-called coarse hair grows on a mare's tail.

The *Western Printer* says: To preserve paper signs in damp places, where a formation of mold takes place in the paper with the use of water, the following has been recommended: Paste the signs on with mastic containing colloidal silica, allowing the solution 1-200 grain, 3 parts water to each 100 of dry silica. After the signs, then apply over and dry the signs with it. The labeled mastic are natural either in the form of a powder in warm water, or that the signs are ready dry—only one day. In varnishing, breathing on the work should be avoided. The varnish should be applied only upon the completely dry signs. After a few days a thin varnish will set on. These signs keep well and without spots. In this manner any deterioration is prevented as far as possible. The varnish should be applied not beyond the edges.

### TRADE NOTES.

New York engravers, striking for \$1 per day, have won.

Several thousands of painters and decorators' unions were organized the past year in 15 years that sign painters were organized.

John Lee and George Smith were injured by falling from a scaffold in Chicago, Oct. 1. Both will recover.

Ed. Hallow, sign painter, killed October 4 at Newbury, Mich., by a falling scaffold. Two companions were also seriously injured.

The principal reason that caused oil to be cheap, says an exchange, is because there are so many adulterations and impurities on the market. Machine oil, made from a kind of the same and is not quite known in the painting trade, is one kind because of the adulteration. The market price of the same is about 30 per cent. less than barrel oil. Other varieties of oil, oil, white, and so on, are used in conjunction with a certain quantity of small quantity of barrel oil and oil, especially with regard to white oil, being preferable to that of Machine,

### Answers to Correspondents.

W. D.—The *English Signifier* says: There are a number of methods proposed in laying gold leaf. Some workmen prefer one method and some another. The craftsman and his method in which you refer has been previously mentioned for a number of years. The tapestries method, employed at one time somewhat extensively in the manufacturing of furniture, consists in cutting the leaf of the binding. This with a small sponge cut with tapestries makes quite perfectly the back of the paper or it fits on the end board. The ordinary method through the paper, raising the leaf to adhere. The tapestries expedient very quickly, hence it became necessary to see the sheets of leaf immediately following their preparation.

Again, the books of gold leaf are cut into strips a little wider than the strips to be gilded. Many old-time painters are freely misled by the belief that cutting and using the leaf from the strips is the most economical way of handling.

Still another method is to cut the book at the binding, and then pick up the top leaf or cover, lay it on a smooth piece of paper and rub it carefully with a small brush of horse hair, until the gold leaf paper is then laid upon the gold and smoothed out a little. The gold sticks so tenaciously to the paper that it can now safely be handled as usual. Each page of leaf, or rather, as many pages as are needed for the work in hand are removed in this way. The pages of leaf are covered by the strips correspond to the width of the strips after which the strips can be readily applied to the work.

Among first-class gilders, however, the above methods do not find favor at the present time. They are economical tactics. Laying leaf directly down the book is now generally practiced, especially by those having much gilding to do. It is possible to lay down the leaf in a more direct way, but few are advised to do so, and the writer cheerfully subscribes to the accustomed custom of the lay-up-down-the-book method. From this it is the painter is allowed one drop, where a great amount of leafing was necessarily done, to cut the leaf and apply it. This, in each establishment, is done. The usual practice is to apply the leaf direct from the book. Why was the change (mentioned) necessary there was money to be saved thereby. This means our correspondents are at variance. To keep the leaf from the book. Hold the book flat in the left hand. Turn over the top leaf a bit more than the strip, making a clean, smooth fold, holding the strip against your chest on one side with the left thumb, the right one performing the same office at the other extremity of the fold. The fingers afford support to the work, the thumb or strip clamping method.

J. P. F.—See the answer to your query in the June issue of *Billboard*.

### OUT-DOOR ADVERTISING IN ENGLAND.

#### LAND.

By JOHN C. GORMAN.

Although we, in a nation, are far and away ahead of all other countries in the matter of newspaper and magazine advertising, although our ideas and methods of publicity are better and more original than those of any other people, we do not drag the fact that when it comes to out-door advertising the "old country" really leads the world. Every corner here is in vogue as regards the water, but very many methods of publicity are used in Europe that are not adopted in this country. Every available inch of space on the walls of the big railroad terminals in London is covered with display signs and posters, advertising all manner of goods, and in another vague instance it is often impossible to pick out the usual sign, bearing the name of the place, from a host of similar boards announcing "Coca-Cola's March," "Rocky's Film," "Penny Soap," "Kovak," "Electricity," "The Great Circus," and a thousand other articles adding for publicity. Just imagine while of the inferior of the Great Central department with painted and glass signs advertising almost every known product of this country, and you have an idea of what a great London terminal looks like.

English advertisers not only furnish all street signs and mailboxes, but are all the outside signs on which vehicles to such an extent as to make it impossible to get the car in going. The destination is always printed on the side of taxi cabs and omnibuses, but a streetcar could not tell whether the omnibus was going to Battersea or "Beecham's Pill," to Baywater or to "Hedonia." It was by trying in the end-of-the-river with a crowded omnibus for a few going to this, one, and on a string of these omnibuses, which he saw red, in bold letters, "Kochkin's Kola," "Horn's Bread," "Kochkin's Soap," "Kochkin's Cakes," etc., had notwithstanding the position of which the car would take him in. All London street cars are double-deckers—you can ride on the top and smoke in the open air, and all the "tiers" of the standing passengers are used for advertising purposes, just as the "tiers" of the "12" street cars in New York City.

In fact, every large public vehicle in London is an advertising wagon, and the London show is much better than the inside sign, for the reason that there are signs everywhere on the inside of the car, and so the "circulation" is greater. Of course, the cars going through the most populous districts are more brightly lit than the others according from the setting of such advertising space must be a great deal more recently.

The theater is the best place of the big signs on all the main cars and omnibuses. The roof signs are relief of road, and a board about two feet high, and reaching the full length of the car—perhaps better to be set in a row facing forward in this sailing, being the double day protecting passengers legs from wind and weather, and at the same time bearing a bold ad, which everybody on the sidewalk sees.

English advertisers do not use large signs in the rural districts advertising methods as we do, but every corner of any importance on all lines is abundantly covered with every kind of identifying signs. This shows that the English country is better informed concerning their advertising than their advertising offices. When ever crowds congregate, there you will find a multitude of signs and posters. They are everywhere and ready to be, but will look in vain for strength of publicity.

The river steamboats also add to their advertising by having advertising space, reserved on every deck, and on the water, but in fact, whichever way you turn in the British islets you are confronted with the fact that you are under display advertising in such more liberally adopted in there than in our own cities. (Transit) J.A.

### PARADE ADVERTISING.

The sign painter has done everything in his power to define every bit of land-ownership, and for better words to sweepers, woodmen, or a crowd of men, now, here or the way a subject for his condition. "Haw," the personal brand of the sign painter, is said to be somewhat of a favorite with the sign painter, a pilot truck to a coast.

Sign painters are all right under certain restrictions, and their affairs in advertising is a vast field, challenging the mobility of many sets of profits, the best picture, the artist, contrasting to the work of celebrity through publicity.

Unquestionably, in the case for posterity to be laid out there are those who opt their eyes to decency, and are apt to pick themselves into the same wall of disapproval or else, unaccountably into the back of the sign.

George F. Howell was the first of the sign painter to take the day with the sign painter. It is a vast field, challenging the mobility of many sets of profits, the best picture, the artist, contrasting to the work of celebrity through publicity.

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Sign painters are all right under certain restrictions, and their affairs in advertising is a vast field, challenging the mobility of many sets of profits, the best picture, the artist, contrasting to the work of celebrity through publicity.

The Christmas issue of *BILLBOARD* will contain 12,000 copies, covering the entire English speaking world.

## Fair Department.

### The Only Fair in Georgia This Year.

The first annual fair of the Western Fair Association, to be held at Waynes, Ga., November 2 to 4, inclusive, gives promise of being a success from every point of view. It is the purpose of the promoters of the fair to present to the standard departments of such exhibitions, and to fill them with exhibits illustrating the progress of the country at large, and of South Georgia especially. A number of interesting races, both horse and wheel, will be arranged keeping the youth and enterprise of the Waynes people, we have no hesitancy in predicting for the fair a work of prosperity, and for those who attend it a week of enjoyment.

### HURRAH!

Five Omelets—New Let Often Follow Us.

We clip the following from the *Apprentice of Commerce*, N. Y.:

The date for the Chicago fair is right here already here. Good, it was September 12 to 15.

### RIVAL BILL POSTERS.

How the Mason County Fair Excites De Business.

Considerable feeling has been created by a vision of such a fair at the Mason County fair will grow. When the Mason County bill passed was not with the bill upon filing his bill, he was seen in public places over the Mason fair dates, and so early covered the Mason dates, but neither the benefit of their advertising station.—*Philadelphia Leader.*

Indications point to a lively fight between the two factions among the Chinese colony in Chicago over the concessions at the Trans-Mississippi and International Exposition to be held at Omaha next year.

Some weeks ago Wong Chin Foo, editor of the *Chicago Chinese News* and president of the Chinese League of the United States of America, was appointed Chinese commissioner of the Omaha Exposition, and has in his possession a certificate to that effect, properly signed by the president and secretary of the congress.

Wong Chin Foo represents the best element of the Chinese in Chicago, and works as a missionary among his people in their behalf. His appointment as commissioner has been fairly outlined to Secretary Clegg at Washington, and he has been in communication with the secretary for some time with a view of securing a permit from the government to import about 500 of his countrymen, representing all branches of commerce and of all classes of labor in China. He wants to show the American people that the Chinese are practical and capable of development and growth to the full of their abilities. His aim has been to encourage enterprise in China in this country, have been in years past importing Chinese, men and women, to the World's Fair, Atlanta Exposition

and Nashville Exposition for the purpose of making money by selling them as slaves. As has not been successful of the Chinese imported by these illegal leaders on their ignorant countrymen and their answer of smuggling them into the United States is evidence of the loss of the country.

Wong Chin Foo says these methods have served to accentuate the prejudice of the American people against his people. He wants it stopped, and says he will put an end to it. An association of Chinese at the Omaha Exposition will have control of the Chinese exhibit, which will be known as the North China Trading Company. It will be composed of the representative Chinese of many branches of skilled labor and arts, and will be a permanent organization after the exposition, with headquarters either in Chicago or Omaha.

Wong Chin Foo's appointment as commissioner. Wip Lung, Hong King, Low Left and others in Chicago have assumed a committee to handle the Chinese exhibit for a Chinese theater, farm, museum and junk-shop on the midway to be. This, however, has been conditioned on the approval to import about 500 of his countrymen. In order to secure the necessary permit from the government authorities at Washington, Wip Lung, Hong King and Low Left have been in prison to see necessary Chinese documents, and Low Left now in Washington. Wip Lung has returned, but declined to say anything about the matter, since it had not been publicly settled.

There is a strong belief at Washington that the Chinese exhibit at these expositions are made for the sole purpose of enabling the Chinese who could never enter this country under other circumstances. It is also reported very strongly that the Chinese pay high prices to the transmitters for the privilege of joining the Chinese exhibit. It is also believed that not a few of the Chinese, and especially the women, bring over here for such purposes are sent for from 500 to 1,000 dollars.

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The acting president and the secretary of the college give every encouragement that the college and experimental stations will be best represented there over at the fair."

**LETTERS TO THE EDITOR.**

Under the heading "The Editors" there is published in your issue of August 21st an article on the subject of "The Fair" which is a very interesting and valuable contribution to the knowledge of our readers.

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THE BILLBOARD

**LIST OF FAIRS.**

This list has been compiled from reports of correspondents and is intended to give a general idea of the scope and character of the various fairs, and is not intended to be a complete list of all fairs held in the United States.

Copyrighted by All rights reserved.

ALABAMA.

Alabama Cotton States Fair. Nov. 10 to 15.

GEORGIA.

Atlanta Cotton States Fair. Nov. 10 to 15.

MISSISSIPPI.

Mobile Cotton States Fair. Nov. 10 to 15.

MONTANA.

Butte Cotton States Fair. Nov. 10 to 15.

NEW YORK.

New York Cotton States Fair. Nov. 10 to 15.

NORTH CAROLINA.

Raleigh Cotton States Fair. Nov. 10 to 15.

PENNSYLVANIA.

Philadelphia Cotton States Fair. Nov. 10 to 15.

SOUTH CAROLINA.

Columbia Cotton States Fair. Nov. 10 to 15.

TEXAS.

Dallas Cotton States Fair. Nov. 10 to 15.

POULTRY SHOWS.

Various poultry shows listed by state, including dates and locations.

Continuation of the list of fairs, including entries for various states like Ohio, Indiana, Michigan, etc.

Continuation of the list of fairs, including entries for various states like Wisconsin, Illinois, Missouri, etc.

**CONVENTIONS,**  
Trade, Education, Etc.

This list contains details of various trade and educational conventions, including dates and locations.

Continuation of the list of conventions, including entries for various organizations and their meetings.

Continuation of the list of conventions, including entries for various international and specialized organizations.

Continuation of the list of conventions, including entries for various agricultural and scientific societies.

**Expositions.**

Chicago W. V. Pan-American Exposition. Nov. 10 to 15.

Other international and national expositions listed.

**Dog Shows.**

Chicago W. V. Pan-American Dog Show. Nov. 10 to 15.

Other dog shows and exhibitions listed.

**Horse Shows.**

Chicago W. V. Pan-American Horse Show. Nov. 10 to 15.

Other horse shows and exhibitions listed.

**Letter Heads.**

Advertisement for letter head services, including contact information for Laramie, Wyo.

**LARAMIE, WYO.**

**BUBB**

POSTER BILLS AND DISTRIBUTORS

WILLIAMSPORT, PENN'A



# Bill Posters

Can make money—good money—by acting as our agents and selling our Posters to the retail merchants of their cities. We pay a handsome commission on all orders. We have posters for all branches of the retail trade. Also for Foot Ball, Masquerade Balls, Amateur Entertainments, Benefit Performances, Lodge Benefits, Lodge Dances, in fact, anything than can be advertised.

WRITE FOR SAMPLES.

FREE TO RECOGNIZED BILL POSTERS.

We also want to hear from capable young men desiring to travel on commission.

## The Donaldson Litho. Co., CINCINNATI, O.

### Patented Magnetic Hammers

Just the thing for Card Technicians.



The hammer has a fine magnetized tip, and is fully warranted. It is the cheapest GOOD brush you can find anywhere.

Don't miss this. It is the best thing you can find for card technicians. It is the best thing you can find for card technicians. It is the best thing you can find for card technicians.

W. P. DONALDSON, AGT.

SAVES GLASSING.  
SAVES WORK.

PRICES:  
10-in. handle, 1 set, \$1.00  
12-in. handle, 1 set, \$1.25

DONALDSON LITHO CO. Sole Agents,  
CINCINNATI,

CORPORATED UNDER THE LAWS OF OHIO.

### Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD brush you can find anywhere.

#### PRICES.

8 inch, \$0.25 each.  
9 inch, .35 each.  
10 inch, .50 each.



This is our celebrated

"UNEXCELLED"

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

#### PRICES.

8 inch, \$0.75 each.  
9 inch, .90 each.  
10 inch, 1.25 each.

SEND FOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

### Patented Paste Brush Handles

Made Expressly For

Traveling  
Advertising  
Agents.

Will fit inside of a bill  
trunk. Great convenience.

HANDY, DURABLE,  
STRONG, RIGID.

PRICES:

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

Donaldson Litho. Co.  
CINCINNATI.

Result with order. We warrant C.O.D.

## WANTED, BILL POSTERS,

Agents, Programmers and Lithographers  
with **BILL POSTERS**, Progression  
Shows. Address: 325 B'way,  
131 Folsom St., Toledo, Ohio.

**FRYETTEVILLE, N. C.**  
Make the best Bill Posters and Pro-  
grammers. Love and Joy

## THERE ARE OTHERS.

But not of you and each of a few hours  
sent for your list.

**NATIONAL DISTRIBUTING CO.,**  
15 and 17 Water St., - DETROIT, MICH.  
**Grand Rapids, Mich.**  
Chicago & Cincinnati, Sole Agents

**Jacksonville, Ill.** 327 S. Main St.  
E. W. Bunch, Proprietor of and recommended  
by U. S. Army, Kansas.

**HOWLAND** Advertising Exp Co.,  
Boston, N. Y.

**Oswego, N. Y.** F. E. Moore,  
Lithographer Bill Poster, Distributor and Prog-  
rammer

**HILLSBORO, TEXAS.**  
Chicago Bill Poster and Distribution

**CARLSLE, IND.**  
Chicago Bill Poster and Distribution

**Paris, Ind.** Chas. W. Stuchman  
Lithographer Bill Poster and Distribution

**Mattapan, Mass.** O. L. Gushing  
Lithographer Bill Poster and Distribution

**PAULDING, OHIO.**  
F. W. French, Distributor and Program-  
mer

**BRANTFORD, CAN.**  
POP. 17,000.

**R. W. STORRS,**  
The Franklin Springs, Ill.  
Chicago Bill Poster and Distribution

**The Adv. Agency Co., 22, 24 and 26 E. 24 St**  
Chicago, Ill.

**Cincinnati, O.** Pop. 350,000.  
Chicago Bill Poster and Distribution

**WOODLAND, CAL.**  
Chicago Bill Poster and Distribution

**Fort Wayne City Bill Posting Co.**  
Chicago Bill Poster and Distribution

**OREGON SIGN CO.**  
Chicago Bill Poster and Distribution

**Wilmington, N. C.**  
Chicago Bill Poster and Distribution

**Wauken, Ia.** Wm. S. Hart & Co.  
Chicago Bill Poster and Distribution

## WAUKESHA

is a profitable field for advertisers! We Post Bills, Distribute Advertising  
Matter, and Work Signs, Showings, Waukesha County. Member of W. A.  
National Advertising Agency. The

## WAUKESHA

Advertising Co., Chas. G. Merritt, Mgr., 200 N. Union Ave. Block, P. O. Box  
275, 275 State Street.

## WAUKESHA WISCONSIN

## The Bill Poster

The English counterpart of THE  
BILLBOARD, Lithographers 20 cents  
per year, post free, may be sent to  
127 East Eighth St., Cincinnati, O.

## WILMINGTON, DELAWARE

POPULATION, 78,000.

Wilmington Bill Posting, Distributing and Advertising Co.,

ESTABLISHED IN 1853.  
JESSE K. SAYLES, GEO. W. JACKSON, PROPRIETORS.  
D. K. JACKSON, SUPERINTENDENT.

See All Fronted Signs Throughout the City. Satisfaction Guaranteed as of Bill Work.

OFFICE: GRAND OPERA HOUSE.

## WILMINGTON, DELAWARE

POPULATION, 78,000.

## MIDDLETOWN ADVERTISING CO.,

THOMAS KAIN, MANAGER.

88 SOUTH STREET, MIDDLETOWN, N. Y.

BILL POSTERS, DISTRIBUTORS  
AND GENERAL ADVERTISERS.

PROMPT SERVICE GUARANTEED. CORRESPONDENCE SOLICITED.

Middletown is the Railroad and Commercial Hub of Orange County,  
Population, City 22,000, County, 57,700. Maximum International  
Association of Distributors.

## LEMEN BROS. SHOWS

Wants bill posters, pro-  
grammers and lithograph-  
ers for the season of 1898.

Address,

LEMEN BROS.,  
ARGENTINE, KAN.

## Setter Bros. & Co.

Engraving Steels,  
Rule,  
Reglet,  
Lumber.

Collins Center, N. Y.

## WANTED!

FOR THE CIRCUIT  
SEASON OF 1898.

Sober, Experienced Bill Posters,  
Lithographers and Programmers  
also Two Experienced Rose Bill  
Posters.

## LA PEARL'S

NIGHTY MODERN

## R.R. SHOWS

Two Class First Shows.

J. H. LAPEARL, Danville, Ill.

## WANTED For the Season of 1898 with.....

## Ringling Bros.' World's Greatest Shows

100 Bill Posters, Lithographers  
and Programmers.

ADDRESS:

A. G. RINGLING, BARABOO, WIS.

## *We Print . . .*

*Posters for local entertainments, dances, etc. When called upon to furnish these, bill posters should examine our samples and price list. . . .*

## *We Make . . .*

*A specialty of doing this class of work, and can ship all such orders on short notice. . . .*

## *We Can . . . .*

*Furnish everything necessary--stands, three-sheets, one-sheets, dates, tickets, etc. Estimates furnished for any kind of printing. . . .*

*Send for our Catalogue.*

*. . . Hennegan & Co.,*

*. . . Poster Printers . . .*

*. . . Cincinnati, Ohio.*

**WANTED, AGENTS,** to sell our elegant

## ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

### The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

#### "Mr. Manager!"

##### "One Moment Please."

WE print pictorial advertising signs, society gift banners, album covers, theatrical scenery and exhibition titles, papers.

OUR artists are experts and up-to-date. WE do bill posting, distributing and looking.

WE own square feet of space, beauty, safety, experience and World's Fair diplomas.

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

WE have no allies, back fences, "charlie horses," or "barns."

WE want your address, acquaintance, word and inspection, come get, always pleased. "It's a year more, it's always pleased."

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

Bradford, Canada.

Population of City 70,000. County 50,000.

Country 5,000,000.

Railroad, Va., M. Kingsley,  
agent and receiver, Baltimore, address  
30 West St., Baltimore, Va.

## Press Clippings

Suggested events, fairs, exhibitions, etc. Other lists of items from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**  
140 Franklin St., Boston.

#### MILFORD, MASS.

Population, 10,000. W. E. Conway, City Bill  
Poster, Grand Central, 27th St., New York, N. Y.  
Journal of Bill Posters in the city and ad-  
vertising service, 30 West 42nd St., New York, N. Y.  
Advertiser and Directory office, 30 West 42nd St., New York, N. Y.

HENRY C.

## CROSBY ADVERTISING SIGNS

Residence Building.

PATERSON, N. J.

## Bill Posters, Attention.

### REVOLUTION IN PASTE.

## Paste, 1c. Per Gallon.

NO FLOUR.

Will never sour.

Can be made in one minute.

Formula will be sent on receipt of \$25.00.

Address,

## JOS. A. FANNING,

No. 421 Central Avenue,  
CINCINNATI, O.

## YOUR PORTRAIT.

We will send The Advertising World (price 70c.) and engrave your portrait, cycle, business, and technical photo study for one dollar to post from, all for \$1.25. Good photo, which will be returned. Half-price, made up instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.



## FRANK M. DEUEL,

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

311

Kankakee, Bradley and Northbrook, and postoffice, 124m.

SEE YOUR BILL POSTER AT 124m. Kankakee, Ill. We will send you 1000 copies of our new advertisement Form No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Santa Fe, N. M. A. M. Delleback,  
Bill Poster, Ticker and Stationer for  
Mexico, P. O. Box 1020, Santa Fe, N. M.

## JOHN L. MARSH VANCOUVER, WASH.

Licensed Bill Poster and Commercial Bill Poster,  
Bill Posting and Advertising Specialty,  
All Work Guaranteed. Portland, Ore.

Evansville, Ind. 75,000, Licensed  
Commercial Bill Posting and Advertising  
Co. See Bill Poster and Stationer, etc.

In offering the services of the

## United Press News Bureau

We beg to announce that we have succeeded in uniting the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Clipping Co., the United Press Clipping Bureau, and the E. K. Harrison Press Clipping Bureau.

We are now occupying a space of eight large offices.

With a carefully trained force of proficient readers.

And have an exchange list that thoroughly covers every section of the United States and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers will arrive on trial for two weeks, without charge, provided that if we get an order we charge them the rate.

We solicit your patronage.

Respectfully,

## United Press News Bureau,

104 Van Buren St.,  
Chicago.

C. F. Ansell, Mgr., Cooper Trust Co. Ticket and Telegram Ticket Books, News Bureau, 104 Van Buren St., Chicago.

## MANNING, S. S.

1237 North T. M. Soap, Memphis, T. S.

# THE CHRISTMAS BILLBOARD

## 1897

The Christmas Special, out December 21st, next, will consist of 56 pages, handsomely illustrated and will have an illuminated cover, superbly lithographed in colors. It will retail at 25 cents each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for preferred position.

### LARGER ADVERTISEMENTS.

|              |         |
|--------------|---------|
| Whole Page   | \$75.00 |
| Half Page    | \$37.50 |
| Quarter Page | \$18.75 |
| Eighth Page  | \$9.37  |

### LITHOGRAPHED PAGES.

|                                 |          |
|---------------------------------|----------|
| Page 2 of Cover, in 3 colors    | \$200.00 |
| Page 3 of Cover, in 3 colors    | \$200.00 |
| Page 4 of Cover, in 3 colors    | \$200.00 |
| Double Page Center, in 5 colors | \$300.00 |

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than November 15th. Last form closes November 22. Size of type page, 9½x11½.

American bill posters, distributors, sign painters and fair managers, who are not subscribers, will have to send 25 cents for this issue, or buy it at that rate at the news stands. Subscribe now and receive it without extra cost. One year one dollar. Address

**THE BILLBOARD PUB. CO.,**  
CINCINNATI, OHIO.



**DENVER, COLO.**  
The Denver and Rocky Mountain Engraving Co. is the only and exclusive engraving and woodcutting establishment in the West. 412 Broadway, Denver, Colo. Telephone 1000. W. H. Weisbrod & Co. Engravers, 1000 Broadway, Denver, Colo.

### ACCOUNTANTS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountants' Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

### SCIENCE OF ACCOUNTS.

### ART OF BOOK-KEEPING.

ACCOUNTANTS answers questions in higher accounting and book-keeping practice contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. C. KIT TRIDGE. Subscription One Dollar a year.

Accountants' Association,  
1001 Exchange, New York.

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

## The Hustler Advertising Co.

Special personal service given to all clients.

**OUT-DOOR ADVERTISING  
IN ALL ITS BRANCHES.**

The only exclusive distribution service in city.

W. H. GAGE, MANAGER.

24 NORTH MIAMI STREET.

FORT WAYNE, IND.

THE LEADING SHOW PORTERS  
LITHOGRAPHIC OR BLACK & WHITE  
AS IN THE UNITED STATES USE

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

ARE YOU ONE OF THEM? "AULT & WIBORG" CINCINNATI NEW YORK CHICAGO

## HOWARD N. HOLSHOUSER,

LOWE'S

City Bill Poster and Advertising Agent.

I Control All Bill Boards in Tenn. and Surrounding States West.

COVINGTON, TENN.

### TRENTON, New Jersey

The Trenton Bill Posting Co. covers all billboards in the city and suburbs. We have a large circulation the value of all billposting in the city.

W. E. WILLIAMS, Manager.

### Aurora, Ill. B. MARVIN,

Bill Poster and Advertising Agent. Work promptly and securely executed.

Pop. 100,000.

### BRIDGEVILLE AND CITY HILL, PENNSYLVANIA.

Bill Posting and Advertising Agency. Work promptly and securely executed.

C. B. WOODRUFF, Mgr. Fort Wayne, Ind.

### BANGOR, Me. and Neighboring Cities.

Pop. 60,000. Bill Posting and Advertising Agency. Work promptly and securely executed.

W. E. GARDNER, Mgr. Fort Wayne, Ind.

### TROY, ILL.

F. O. GARDNER, Bill Poster and Advertising Agent. Work promptly and securely executed.

Pop. 100,000. W. H. GAGE, Mgr. Fort Wayne, Ind.

### Saratoga, Pa. 664 Deacon,

J. H. Bell, member L. & C. D. Jennings and others. Bill Posting and Advertising Agency. Work promptly and securely executed.

W. H. GAGE, Mgr. Fort Wayne, Ind.

### THE "SPIRITUALISTIC SEER" LATER

BY J. H. BELL, MEMBER L. & C. D. JENNINGS AND OTHERS. This is the most complete and authoritative work on the subject of Spiritualism ever published. It contains all the latest news and discoveries in the science of the spirit world. It is a complete and authoritative work on the subject of Spiritualism. It is a complete and authoritative work on the subject of Spiritualism. It is a complete and authoritative work on the subject of Spiritualism.



## VIRGINIA.

JOE M. GOLDBRETT.

**GOLDSMITH BROS.**

JAKE GOLDBRETT.

**OPERA HOUSE MANAGERS AND CITY BILL POSTERS,  
FREDERICKSBURG, VIRGINIA.**

Best Shows, Best Shows, Best Locations, and most important of all, Best of References.

Population 4,000. Drawing Population 25,000

City Licensed Bill Posters, Distributors and General Out-Door Advertisers.

**ALL WIND**

In the previous issue of the advertiser for the month you will have found that by the adoption of the "Bill Poster" method of advertising, as used by our competitors, an advertiser is generally better off than he is on the paper as will find himself enough to make his own bills secure.

**MOON BILL POSTING CO.,  
MARLBOROUGH, MASS.**

Marlborough, Mass., Pop. 15,000  
L. S. Boston, only bill poster and distributor.

ESTABLISHED 1876.

**CHARLES W. YORK,**

**Bill Poster and  
Distributor.**

**HAVERHILL, MASS.**

I make a specialty of Distributing  
advertisements if required.

Blaney, Wm. E., Manager Ad. Writers,  
112 State St., Boston, Mass.

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

Newspaper Press Clippings for  
Trade Fairs, Manufacturers and  
Advertisers. Also list of names  
for circulating.

**MEMPHIS, TENN.**

Van Seters & Co., 215 Federal and Street,  
Room 201, Belmont Annex.

**THE MANHATTAN  
PRESS-CLIPPING BUREAU.**

NEW YORK. LONDON.  
ARTHUR CANNON, Manager,  
Ketchikan Building,  
No. 1 West 14th St., New York.

Specialty press clippings for Trade Fairs,  
and on all subjects. Best facilities.  
How. CHANGES M. DEWEY  
in charge of my regular patron.

How. CALVERT & BECKE.  
You have the best facilities of any  
one in the field in your business.

Delaware, O. S. D. McCreire,  
City Bill Poster and Distributor.

**YOUR  
DISTRIBUTOR**



Should be like your doctor  
—you've got to trust him.  
If you didn't he wouldn't  
have your business. Many  
advertisers have trusted  
Steinbrenner, and none  
have regretted it.

**W. H. STEINBRENNER,**

ROOM 103 LINCOLN BLDG COSET, 33 MAIN ST.

CINCINNATI, O.

INCALL. 20 WYETH, CANTONTA BLDG. S. E.

**TRY THE NATIONAL DISTRIBUTING CO.,  
UP-TO-DATE DISTRIBUTORS AND TACKERS.  
15 AND 17 WINDER STREET, DETROIT, MICH.**

**The W. D. Husted  
Advertising Co.**

Towns and  
Country. Billz POSTERS,  
Distribution, Bulletin Sign Posting,  
—(12)—  
Out door Advertising of every description

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

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

The leading town in the "Southern  
Tier," over 4,000 square feet of boards.

Also have boards and posting privi-  
leges in every town in the county.

**"ECONOMY  
IS THE ROAD TO WEALTH."**



If there ever was a time when this old saying was true, it has long since passed away. Certainly it is not true in these headlong, headlong days. They cannot make money by saving it—no more.

The only way that the modern man can make money today is by spending it—carefully it is true. Money spent on things of real value is money spent wisely spent. Spending money in the way of getting money. Our State Motors will save you and better pay will save you and make that any other in the market.

**THEY ARE MONEY MAKERS.**

**J. H. DAY & CO.**

244 S. HARRISON AVE.  
CINCINNATI, O.

**Kansas City, Mo.** and her suburbs  
Combined population 300,000  
60,000 people don't sit still. Send the editor to the  
MIDLAND ADVERTISING CO (Successor  
J. A. of D. I., 305 East, Manager, 377  
Grand Ave., Kansas City, Mo.

**BELVIDERE, ILLS.**

Prof. W. H. 2111 Foster, 212 Cass St., Ill.

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

**JOHN H. JONES,**

Specialist in distributing, advertising, and  
posting—also, the artist. Publications, postal  
mailing, bills, circulars, etc. of all  
kinds. N. W. Cor. Third & Main St.,  
BALTIMORE, MD.

**Lancaster, N. H. Pop. 15,000.**  
Faxon Clark Posters, 257-259 Park  
Street, Lancaster, N. H. Telephone 30.  
Over 40 years in the bill and poster  
business.

**WE WANT YOU**

To become a subscriber on our bill and  
IDEAL, because we believe it will be  
beneficial to you, and, again, because we want  
to secure their year's subscription.

**IT WILL PAY YOU**

To subscribe for THE BILL BOARD IDEAL, it  
will bring you good suggestions every month  
which will be worth more than the cost  
of the year.

**SAMPLE COPY SENT FREE.**

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

Pe'tropolis, N. Y. 24 Mechanic St.  
H. P. Springer, The Steam King Bill Post-  
ers, Pe'tropolis, N. Y.

**WIGGINSVILLE, MD. Pop. 1,000**  
The Great Central Co. Bank

**RIGG BROS.**

The Great Central Co. Bank  
(Central and one of Illinois and advertising  
privileges in the city. We are in the bill  
and poster business. Also signs, labels,  
circulars and other specialties.

**Atlanta, Ga. 124 Haynes St.**

Wm. Pugh, Advertising Specialist,  
Specialty list in the bill and poster busi-  
ness. \$1.00 per 100 and up.

**C. F. Bangasser & Co.**

**CITY BILL POSTERS AND  
DISTRIBUTORS.** 711  
Sign Posting and Bill Posters. One of the  
Best in the West. See our list.

**MINNIEVILLE, OREGON.****Kansas City, Mo. Pop. 300,000.**

Midland Advertisers Co., Chicago, Ill. See  
billboard, page 10. Billboards, etc. See  
billboard, page 10. Billboards, etc. See  
billboard, page 10.

### THE CLIPPING BUREAU KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of this country, receiving them direct from the publishers and cutting out those items of designated interest to our clients at once.

All the latest literature on any subject selected at your order.

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal notices, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

Write for further data and prices, which are the lowest, work considered, of any bureau in existence.

**THE NEW ENGLAND  
NEWSPAPER BUREAU,**  
146 Franklin St., Boston

Oakland, Cal.  
Boston & Chi. Bill Posters and Printing Dept.

SEND FOR A COPY OF

## Business

The Office Paper

Suited for all business and advertising purposes. Contains all the latest news and information of the day. Published weekly. Price, 10 cents. Sent free to all subscribers. Write for a copy to the publishers, The Business Printing Co., 146 Franklin St., Boston.

THE OFFICE OF THE BILLBOARD IS IN CONNECTION WITH  
THE BUSINESS PRINTING CO.,  
146 FRANKLIN ST., BOSTON, MASS.

Managers, British Col. Pop. 7,000.  
A. A. sends some good material all his household papers. A. 100

**L. A. DANIELS,**  
City Bill Poster and Distributor.

**SANTA CRUZ, CAL.**  
POPULATION 8,000.

Member International Bill Posters Association of United States and Canada.

**STERETT** Show Printing Co.,  
San Francisco, Cal.

Tucson, Ariz. 3,000 ft. of boards  
W. H. H. 100, 100

Baltimore, Md. W. E. Keedrick,  
Bill poster and sign advertiser. P. O. 100

## WAGONS AND CARTS ... FOR ... BILL POSTERS AND DISTRIBUTORS

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

### Bill Posters' Push Cart.

Good for small areas and short routes as shown. This style of cart brings great favor among the bill posters of Chicago, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with a large wheel and a small front wheel. The seats are made with steel, and the one which contains the water is provided with a tank.



They are built for sale and are made in large quantities. We have a large stock of them in our warehouse, and we can deliver them to you at the lowest possible price.

### Bill Posters' Pony Cart.



Light strong and durable. This vehicle is built in the best manner, and is the best thing in the market. It is made of the best material, and is built to last. It is the best thing in the market, and is built to last.

### Bill Posters' Wagons.



We make them to almost infinite variety. We have them with seats and with tanks, and we furnish them in all sizes and in all colors. This is not the only thing in the market, but it is the best thing in the market, and is built to last.

A—\$90.00. B—\$100.00. C—130.00.

Address **JOHN H. MICHAEL,**  
Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St, CINCINNATI, O.

We have just completed a new distribution wagon. It is a marvel of convenience and utility. Photos free to intending prospectors.

### ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to breathe every the climate, to be comfortable and have a rest.

Have you got anything to call their attention to, while they are here.

**Strike while the Iron is Hot!**  
We can reach all these people.

Send us your best advertising matter, or otherwise of your kind of advertising matter.

### D. J. Lefebvre Adv. Co.

RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H.  
Keep Our Address For Future Reference.

**W. E. Patton, Corinth, Miss.**  
Bill Poster and Distributor. Telephone 100.

**LIMA, OHIO. Pop. 20,000.**  
W. C. Orris, City Bill Poster and Distributor. Telephone 100.

**Chicago, Ills. J. A. CLOUGH,**  
Contractor and Distributor of Bill Posters and other advertising matter.

**Charleston, W. Va. Pop. 18,000.**  
H. H. Hays, City Bill Poster and Distributor. Telephone 100.

**Chillicothe, Mo. Z. S. Myers,**  
City Bill Poster and Distributor. Telephone 100.

**MILFORD, MASS. Pop. 9,000.**  
T. H. Clark, City Bill Poster and Distributor. Telephone 100.

**STAVANGER, MINN.**  
The Main, Bill Poster and Distributor, etc.

**Pittsburg, Pa. Pop. 500,000.**  
The "PITTSBURGH" Bill Posting Agency, Office & Warehouse, 1000 North 10th St., Pittsburg, Pa.

**CHILICOTHE, ILL.**  
CHILICOTHE BILL POSTING CO.  
Bill Posters and Distributors.

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

**Jackson, Ga. G. A. Henderson & Co.**  
Bill Posters and Distributors. Telephone 100.

**TERRE HAUTE, IND.**  
James H. Gibson, Distributor, 30 South 10th St.

**LORAIN, O. P. J. SMITH,**  
Bill Poster and Distributor. Telephone 100.

**Allen's Press Clipping Bureau**  
Office, Boston, Mass. 100 Broadway, N. Y. City. Telephone 100.

**San Francisco, Cal. W. H. H. 100, 100**




**Tucson, Ariz. 3,000 ft. of boards**

**Baltimore, Md. W. E. Keedrick,**




**Bill poster and sign advertiser. P. O. 100**

**Photo free to intending prospectors.**

## THIS IS NOVEMBER

Usually known as the month of Thanksgiving, and I shall get up right here and publicly thank the hundreds and thousands of the good bill posters of America, who have so well performed their part in helping me make billboard advertisements of some of the biggest concerns in the Union.   




## And I Also Want to Thank

The scores and hundreds of members of the Association, who were so quick in writing and wiring me their assurances of disapproval of the Executive Committee's action at the October meeting. I think I have heard from them all by this time, with possibly a half a dozen exceptions. I won't do it, but some one has suggested that I should thank that Committee for for showing me what a vast number of friends I have in the membership.   




## Now is the Time

That the advertiser usually begin to think of next year's appropriation, and to consider how to spend his money to the best advantage next year.   

## I Want to See

A few more of him, to tell him of the many good points in bill posting. And if there are some all ready to begin, and who do not know the best way of going at it, I am prepared to take entire charge of the work, and to so distribute the posters as to assure the very best returns.   

## And Now, Mr. Advertiser,

The bill posters have all learned, years ago, that an order from SAM W. HOKE is just the same to them as the money in their pocket—provided the work is right. And that is one of the reasons that I advise you to you to place your appropriation in my hands.   

*Sam W. Hoke*

LONG-DISTANCE BILL POSTER,

197 W. 28TH STREET,

TELEPHONE.

NEW YORK.