

THE BILLBOARD

Vol. XI, No. 7.

CINCINNATI, JULY 1, 1899.

PRICE 10 CENTS.
PER YEAR \$1.00



R. J. GUNNING,
The Famous Chicago Advertising Man.

A NEW FAD.



CHICAGO

WILL TAX BILLS AND BILLBOARDS.

As a meeting held May 15, the Board of Assessors of Chicago decided to tax bill posters and billboards...

It was decided to tax bill posters and billboards at the rate of 100 cents per 100 square feet...

The Board of Assessors also decided to tax bill posters and billboards at the rate of 100 cents per 100 square feet...

Chicago, June 2, 1911. The Board of Assessors of Chicago has decided to tax bill posters and billboards...

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Chicago, June 2, 1911. The Board of Assessors of Chicago has decided to tax bill posters and billboards...

having and advertising are the American Cigar Co., National Cigar Co., W. P. ...

As for the representative class of persons who make this money, it is a very general one...

As for the representative class of persons who make this money, it is a very general one...

It is a question whether these billboards should be taxed as billboards...

On the other hand, it is a question whether these billboards should be taxed as billboards...

It is a question whether these billboards should be taxed as billboards...

case it would not only be a matter of local interest, but one of national interest...

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THEY BOKE BOY'S "THE METHOD"

They boke boy's "The Method" is a new method of advertising...

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THE BILLBOARD.

Published Weekly Every Week of the Year
at No. 234 North Dearborn Street, Cincinnati, O., U.S.A.
Address all communications
to the editorial or business departments to
THE BILLBOARD PUBLISHING CO.
Subscription, Five Per Year, in Advance.

ADVERTISING RATES.

Advertisements will be published at the following rates for one year (1914), no discount for three or more years. For advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

The Billboard is sold by dealers at retail prices of 10 cents. It is also sold by subscription at a special rate of 50 cents per year in advance. It is also sold by subscription at a special rate of 50 cents per year in advance. It is also sold by subscription at a special rate of 50 cents per year in advance.

The Billboard is published weekly every week of the year. It is published weekly every week of the year. It is published weekly every week of the year.

Printed at the Billboard Publishing Co., Cincinnati, O.

JULY, 1914.

It has been a long, long time since the association has been striven up as it is at present. A host of energy can be turned on all sides and "The Billboard" will duly return with protests. The Board of Directors seems to have "put its foot in it" at its last meeting, knee deep.

The action that comes in for the strongest condemnation is the changing of the place of meeting from Milwaukee to Chicago. This was wholly without warrant, and it seems without reason. It was a deliberate and a frontal to the wishes of the members of the association. It shows as no other thing could show, the contempt in which the executive board the association is held. The letter in convention assembled at Buffalo, unanimously selected Milwaukee for the next meeting. They selected it because they wanted to go to Milwaukee and not to Chicago. And yet the Board of Directors forces Chicago to them, whether or no, strictly because Mr. Campbell is one of the board's desired fit.

As long as the official members were content to meet for the interests of the members here were considered all right, but now that they have come to express themselves the "bones of the whole thing" there are indications of trouble. Many of our readers will remember the arguments and reasons advanced by Mr. Gude when he was on the outside, and not a few are now quoting those sayings of other days with great glee.

We can not even venture an opinion as to what the result of it all will be. As if we had not seen the members hounded out of their rights at past conventions, if we had not seen them cheated by false promises and inducements, and lured by specious and misleading arguments, we might expect to see them based on their rights in recent work from among themselves.

The Billboard takes all the risk, and has the right on that account to get holders from whenever it can. Most Billboards are over 25 years of age, and do not require a guardian in the shape of an official holder. Most of them are entirely capable of running their various businesses without the help of middle-man advisers. They may be duped by fine talk agents at the next convention, but those work will not hoodlum them.

Mr. Gude's resolution cutting for the use and expansion of any member of the association who shall accept work from any one of the only authorized holders of the association, has come in for much unfavorable criticism. While some members content themselves with merely pointing out the bad parts contained, the majority are very well lashed, and say that they will and the moment about soldiers and doctor.

What sense is there in delivering the association over to a couple of nobody men? Why should we make ourselves the tools and playthings of two fellows who? What advantage is there to the members in having any official relations? There is a lot of the many pertinent questions with which "The Billboard" has been credited by its diligent readers.

In all the comment we have received, not one person has asked his voice in support of the association. We have no hesitation in saying that Mr. Gude's resolution is the most important measure ever passed. It is doubly so, because it comes from a leader, if he was a leader or a little organization among the members at large, there is no doubt whatever that the action would result in the expulsion of all members from the association for ever.

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Sign and Sign Bulletin Printing.

Development of the Letter.

By A. H. Houghton.

CHAPTER I.

Having said "the letter" may well be that the letter is a sign, and a sign is a letter. It is a sign of a letter, and a letter is a sign of a letter. It is a sign of a letter, and a letter is a sign of a letter. It is a sign of a letter, and a letter is a sign of a letter.

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The Study of Colors.

The study of coloring and the way to choose it. The study of coloring and the way to choose it. The study of coloring and the way to choose it. The study of coloring and the way to choose it. The study of coloring and the way to choose it.

There is no sign in a letter. The letter is a sign, and a sign is a letter. It is a sign of a letter, and a letter is a sign of a letter. It is a sign of a letter, and a letter is a sign of a letter. It is a sign of a letter, and a letter is a sign of a letter.

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What They Say of Us.

"I believe in the Billboard. The Billboard is a sign, and a sign is a letter. It is a sign of a letter, and a letter is a sign of a letter. It is a sign of a letter, and a letter is a sign of a letter. It is a sign of a letter, and a letter is a sign of a letter.

LIST OF FAIRS.

Note that we recived that several accounts of destructive fires have occurred and in the United States several millions of people are expected to see their houses and their lives as never before in history.

ALABAMA

ANNISTON, Ala.—Montgomery Exhibition Fair Association, Sept. 12 to 15. H. H. Bessley, secy.

ARKANSAS

FOUR LEAFES, Ark.—Oct 18 to 19.

CALIFORNIA

CHICO, Cal.—Central Cal. Ag. Soc. in 24. MORRIS, Cal.—Napa Valley Agricultural Association, Sep. 10 to 13. H. J. Bessley, secy.

PRINCE, Cal.—Tulare County Fair Association, Sep. 14 to 18. H. J. Bessley, secy. LOS ANGELES, Cal.—Los Angeles Agricultural Association, Sep. 14 to 18. H. J. Bessley, secy.

MARQUETTA, Cal.—Santa Barbara Agricultural Association, Sep. 14 to 18. H. J. Bessley, secy. CALIFORNIA STATE FAIR, Sep. 14 to 18. H. J. Bessley, secy.

CONNECTICUT

BRIDGEPORT, Conn.—Hartford Agricultural and Horticultural Society, Sep. 14 to 18. H. J. Bessley, secy.

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DELAWARE

DOVER, Del.—Dover State Fair Association, Sep. 14 to 18. H. J. Bessley, secy.

FLORIDA

ALBANY, Fla.—Orange County Agricultural Society, Sep. 14 to 18. H. J. Bessley, secy. GAITHERSBURG, Fla.—Gaitherburg County Fair Association, Sep. 14 to 18. H. J. Bessley, secy.

GEORGIA

ALBANY, Ga.—Orange County Agricultural Society, Sep. 14 to 18. H. J. Bessley, secy. GAITHERSBURG, Ga.—Gaitherburg County Fair Association, Sep. 14 to 18. H. J. Bessley, secy.

IDAHO

BOISE, Idaho.—Boise Fair, Sep. 14 to 18. H. J. Bessley, secy.

ILLINOIS

ALBANY, Ill.—Orange County Agricultural Society, Sep. 14 to 18. H. J. Bessley, secy. GAITHERSBURG, Ill.—Gaitherburg County Fair Association, Sep. 14 to 18. H. J. Bessley, secy.

INDIANA, Ill.—Orange County Agricultural Society, Sep. 14 to 18. H. J. Bessley, secy. GAITHERSBURG, Ill.—Gaitherburg County Fair Association, Sep. 14 to 18. H. J. Bessley, secy.

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HALL & CO., 522 ELIZABETH ST., NEW YORK

FREDERICK KOCH & CO., Manufacturer of Medals,



Manufactured and Medals for Agricultural Fairs, etc.

Canes FOR CANEBOARDS! See your dealer in Assorted Lids and Get a Big Victory for Little Money. ALL SILVER HEADS On Fine Patented Sticks. Biggest Assortment in the Country.

GUNNING'S
CHICAGO
POSTER-BULLETINS

PROMINENT LOCATIONS
ENHANCED BY
PROPER
POSTING.

Do VAN DYKE'S
MUSIC BOXES
CURE
MALARIA.

CHILD'S
5-CIGAR

Not a matter of
Paste-but Brains
and Good Taste.

Whole
Music Effect
in Posting.

The advertisement features a central banner with the brand name 'GUNNING'S CHICAGO POSTER-BULLETINS'. Below the banner, several posters and bulletins are displayed in a collage. One poster prominently features 'Do VAN DYKE'S MUSIC BOXES CURE MALARIA.' and another features 'CHILD'S 5-CIGAR'. The background is a dark, textured pattern with decorative scrollwork in the corners. At the bottom, two text boxes provide additional information: 'Whole Music Effect in Posting.' on the left and 'Not a matter of Paste-but Brains and Good Taste.' on the right.

GOOD JUDGES' OPINIONS OF THE
Gunning Chicago Posting Service

Mr. Brent Good,

President Carter's Little Liver Pills Company,
 New York City.

"For forty years I have made a careful study of all branches of advertising, and having been an extensive user of outdoor display naturally watched closely its advancement. It gives me pleasure to say that never before have I ever seen paper handled so artistically as it is on your Poster Bulletin in Chicago."

"The practice of sticking in each poster gives it both individuality and preferred position not obtainable under ordinary bill posting. We believe The Gunning Poster Bulletin Service is unequalled in this country."

Mr. T. W. Crosby,

Advertising Manager, W. E. Forrest Co.,
 Chicago.

"In opportunity of location and artistic handling of paper your Chicago Bulletin Service is sure to attract the attention of advertisers in general."

Mr. D. R. Talbert,

Area Salesman, Big Boy's Concessions,
 Chicago.

"We have posted upwards of 12,000 twenty sheet posters throughout the United States within the past year, and the work you have done for us is the best planned, most artistic and effective of any that I have examined."

Mr. H. L. Kramer,

General Manager, Seating Booth Company,
 Boston, Ind.

"After careful observation I have concluded that in point of attractiveness and advertising strength nothing surpasses your Poster Bulletins except the painted displays. The paper on your boards is uniformly and neatly posted, and the whole effect is much better than anything I have ever seen at the posting line."

Mr. M. Switzer,

Advertising Manager, S. Harbison Bros. & Co.,
 2127 Chicago, Ill.

"We have noted with great interest the posting being done by you in Chicago, and take great pleasure in complimenting you on the artistic appearance of your Poster Bulletins."

Mr. John Lee Mahin,

President, Realty Advertising Company,
 Chicago.

"On my last trip to Chicago I was surprised and very much pleased at your display of Poster Bulletins. You have always held the palm in sign advertising, and your new departure shows not only good intelligent display, but what should prove a profitable one for your numerous customers."

Mr. George Kissam,

George Kissam & Co., Heavy Car Advertising,
 New York City.

"Much credit is due to you for the advanced manner in which you are posting in Chicago. The value of paper on your Poster Bulletin is enhanced ten fold, in our opinion."

Mr. E. H. Carqueville,

President, Cigarette Sales Co.,
 Chicago.

Mr. John T. Revell,

City Press, 2122, St. Basil & Co.,
 Chicago.

"In regard to the large posters you have placed for us in Chicago will say that the work has proven very satisfactory and we will send you a large lot of sheets that we expect from the lithographers in a few days."

289 Wabash Avenue, Chicago.

LIST OF Distributors OF UNITED STATES AND CANADA.

This List is Open to All Any Distributors name included for \$1.00 a year.

ALABAMA Birmingham—H. McCallum, 100 1/2 1st Ave. S. E. ... Montgomery—E. McCallum, 100 1/2 1st Ave. S. E. ... Mobile—The Phoenix Advertising Co., 104 N. Central. ... Anniston—C. F. Clark, Box 1. ...

ALABAMA (continued) ... Birmingham—H. McCallum, 100 1/2 1st Ave. S. E. ... Montgomery—E. McCallum, 100 1/2 1st Ave. S. E. ... Mobile—The Phoenix Advertising Co., 104 N. Central. ... Anniston—C. F. Clark, Box 1. ...

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ARKANSAS Little Rock—W. H. Smith, 100 1/2 1st Ave. S. E. ... Fayetteville—W. H. Smith, 100 1/2 1st Ave. S. E. ... Memphis—W. H. Smith, 100 1/2 1st Ave. S. E. ...

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LEON W. WASHBURN'S GREAT SOUTHERN MINSTREL CO. Has the greatest variety, well known special printing and stand work than any other minstrel organization. We are the originators and producers of every novelty known in advertising, and have the most artistic and most designs to emphasize our arrival at all the principal cities throughout the land. P. S. BRIDGER, Ticket Seller.

THE NATIONAL FLAG COMPANY

Block at Fifth, Franklin, Wade and Deussen Sts., CINCINNATI, OHIO.

MANUFACTURERS OF: PROGRESSIVE BILLPOSTERS ALL BUY PASTE. OUR "GIP" PASTE, made especially for their use, is the best and most economical. It is made of the finest materials and contains no lead or other poisonous ingredients. It is made in a clean, sanitary factory and is guaranteed to be pure and of the highest quality. It is made in a clean, sanitary factory and is guaranteed to be pure and of the highest quality. It is made in a clean, sanitary factory and is guaranteed to be pure and of the highest quality.

NORTHWEST BILLPOSTING CO., PORTLAND, ORE.

J. T. WILLIAMS, Sec'y. Established 1868. Population, 95,000. FLAG YOUR CONTRACT FOR DISTRIBUTING, EARPLINGS, SIGN TRADING, WITH EDW. B. BRIDGER'S ADV CO., LICENSED ADVERTISERS. MEMBER - A. 2P. D. ATLANTA, COLUMBUS AND ADJACENT TOWNS. GENERAL OFFICE, ATLANTA, GA.

BILLPOSTERS' DIRECTORY.

Sorted and corrected every week.

Names and addresses of billposters are given in this directory as the only way of an advertiser getting constructive suggestions as to the way to get the best results.

ALABAMA
Billboard-Thomas & Co., 207 1/2 Second St.
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Advertisement for THE DONALDSON LITHO. CO. featuring a large illustration of the company's factory and text: 'POSTERS for Street Fairs. POSTERS for Agricultural Fairs. POSTERS for Parks. POSTERS for Horse Races, RUNNING, TROTTING AND PACING. Also Greatest Variety of Bicycle Posters.'

COME TO THE CONVENTION

OF THE

INTERNATIONAL ASSOCIATION OF DISTRIBUTORS,



Over Two Thousand Dis-
tributors are expected.

For particulars write to any of the
offices.

Advertisements and Advertising Agents are invited
to see also unattached Distributors.

Cincinnati, Ohio, July 18-21.

HOTEL EMERY,

Tuesday, Wednesday,
and Thursday,

July 19, 19, 20.

The Secretary will arrange for
and secure you rooms or
board. Write him.

For particulars
write to any
of the
offices.

Officers for 1898-99.

JOSEPH DEID, President	Kansas City, Mo.
W. H. STENBRENKEN, Secretary	Cincinnati, O.
G. P. FAIMOLD, Treasurer	Bevington, Ky.
W. H. CASE, Selling Secretary	Fort Wayne, Ind.
H. S. DOUGLASS, First Vice President	Memphis, Tenn.
W. B. THOMAS, Second Vice President	Lima, O.
JAMES A. CORDAN, Third Vice President	Everson, Col.

Executive Committee.

THOMAS KAIR, Middletown, N. Y.	F. M. BROVES, Evansville, Ind.
L. H. HANSEY, Lexington, Ky.	

WATCHES,

Jewelry, Silverware, Spectacles, Etc.

Large Illustrated Catalog FREE. Please the
coupon to the back.**B. C. UHER & CO.,**
123 and 125 Dearborn St., CHICAGO.Wanted—Persons of unusual ability to
sell our new product. Not of ordinary
type. Good work. J. J. LOVING, JR.,
Waterbury, Conn.**WANTED—AGENTS!**Successful. Big money. Beautiful
well-organized schemes. Cash on hand
and waiting on business men for 10 weeks.
Just the thing for independent dis-
tribution. Every set boys of high
reputation on terms of cash.**LEADER CARD COMPANY**

2936 Armore Ave., CHICAGO.

See our list.

AGENT WANTS THE BEST

—OF THE

IMPROVED COMPARTMENT BAR-

—FOR SODA WATER

Lightest, strongest and most desirable bar on the
market. Always on hand. Thousands made for 10 weeks.
Just the thing for independent dis-
tribution. Every set boys of high
reputation on terms of cash.

J. F. UYER, Milwaukee, Wis.

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**Great Western Printing Comp'y,**
ST. LOUIS, MO.

Have a new and complete line of Poster Type and

STOCK LETTERS

Can furnish stands, any size or quantity desired.

Bold and Catchy Designs.

We make a specialty of printing Posters, Motion Posters, Pictorial Signs, etc.
First-class work in every respect, at lowest possible prices.Carry in stock Hangers and Frames for Stock Shows, Fair, Beach Shows, Races,
Carnival Posters, Advertisements, etc. New designs being added as rapidly as pos-
sible in all lines. Correspondence solicited.**The Capital Bill-Posting Company,**
JAMES A. PINNEY, Manager, BOISE, IDAHO.

Address all Communications care Columbia Theatre.

A STANDBY ATTRACTION For Exhibitions, Fairs, Conventions, Races, Etc.

THE AMERICAN BAND OF CHICAGO.

Now playing in City Park, Des Moines, Iowa.

At Liberty after July 1st. JOS. B. NYWAL, Director, 500 Chicago Opera House.

POSTER PRINTERS.**THE FAIRS** That use our advertising matter will get something different
and lower prices, and will be BETTER BILLED FOR
LESS MONEY THAN EVER BEFORE. If you use the same kind of paper, year
after year, your patron has reason to expect the same old show. Use our
paper will multiply a new show. If you have not received our samples,
write for same. They are FREE. If we special also to ship all orders
promptly and on time.

OUR TERMS—2 Per Cent Off for Cash, or Settlement Two Days after Fall.

HENNEGAN & CO.**BILLPOSTERS** You who have such a hard time getting your local
merchants started on the boards, write for our NEW
STYLE COMMERCIAL POSTERS. If anything will start them, these will.
They are designed for BILL POSTERS, LETTER CUTTERS, SIGN TRIMMERS,
The Double are right, the Printing is Right, and the Prices are Right. The
Scheme is the best you ever had in effect. Get the Samples and Details.

The Samples will be ready July 1st, and you can get them for the asking.

127 E. 8th St., Cincinnati, O.
Telephone 1342.**Bill Posters' Paste Brushes.**

The most practical brush made. Copper wired and protected corners.

Improved Light Weight Block.

VERY STURDY, WITH SAFETY SCREWS

GRAY RUBBER BRUSHES, ETC.Quarter City, 1/2 inch, \$2.00 per dozen, \$1.50 each.
Eighth City, 1/4 inch, \$1.50 per dozen, \$1.00 each.
Tenth City, 1/8 inch, \$1.00 per dozen, \$1.00 each.**BLACK CHINA BRUSHES, ETC.**No. 1, 1/2 inch, \$1.00 per dozen, \$1.00 each.
No. 2, 1/4 inch, \$1.00 per dozen, \$1.00 each.
No. 3, 1/8 inch, \$1.00 per dozen, \$1.00 each.
6-000 Curved Handles, 25 cents each.**ELDER & JENKS,** Street 10000

127 North 8th St., Philadelphia, Pa., U. S. A.

DON'T FORGET THAT
Columbus, Georgia,THE CITY BILLPOSTING CO.,
127 North 8th St., Philadelphia, Pa., U. S. A.**DON'T FORGET THAT THIS CITY**Has 7 million bills, 400,000 per day, \$1.00
per bill, \$400,000 per day, \$1,000,000 per
month, \$3,000,000 per year. This is the
largest bill business in the world. The
City Billposting Co. is the only one in
the world that handles all of this business,
and prints by night. This, \$1.00
per bill, \$400,000 per day, \$1,000,000
per month, \$3,000,000 per year.**Don't Forget When You Want****BILLPOSTING, CARD TACKING****OR DISTRIBUTING DONE,****—TO WRITE TO—****THE CITY BILLPOSTING CO.,**CHAS. E. SPENCER, as Agent in Charge,
127 North 8th St., Philadelphia, Pa., U. S. A.**MARIE A. BORDY,** District Manager,
127 North 8th St., Philadelphia, Pa., U. S. A.**PUEBLO, COLO.** I am with the
good work of the City Billposting Co.
and the City Billposting Co. is the only one
in the world that handles all of this business,
and prints by night. This, \$1.00
per bill, \$400,000 per day, \$1,000,000
per month, \$3,000,000 per year.**SANTA CRUZ, CAL.** I am with the
good work of the City Billposting Co.
and the City Billposting Co. is the only one
in the world that handles all of this business,
and prints by night. This, \$1.00
per bill, \$400,000 per day, \$1,000,000
per month, \$3,000,000 per year.**City Billposting Co.,****NORWALK, CONN.****NEWARK, N. J.****PHILADELPHIA, PA.****PITTSBURGH, PA.****RICHMOND, VA.****ST. LOUIS, MO.****WASHINGTON, D. C.****WICHITA, KAN.****YONKERS, N. Y.****Address NEW YORK, N. Y.**

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\$**EVERYBODY**

Knows "Sam W. Hoke Posters." They are posted on the best billboards in more than 1,000 cities, towns and villages, and are the best posters on earth.

EVERYBODY

Knows that Sam W. Hoke puts posters throughout America, and that he gives the advertiser absolutely the best service everywhere.

EVERYBODY

wanting to do billposting should have Sam W. Hoke produce the poster, and by all means have Sam W. Hoke attend to the billposting.

EVERYBODY

Has not yet learned that Sam W. Hoke also makes FRINT-PAINTED Oil Cloth and Mosaic Signs. But he does, and they are the same high grade as his posters, the best ever. They are printed with paint and are really painted signs in every respect but the price. Samples and prices will be sent to anyone on application. All sizes, from 4x20 inches at 1c each, to 48x60 inches at 30c each, all in gorgeous colors. A VERY POPULAR SIZE is 12x36 inches at 7c each, in lots of not less than 500.

THE MANUFACTURER

in no matter what line, who does not use Sam W. Hoke's Signs and Posters, is apt to get behind in the procession. The people today who are getting rich are the ones who are using the Sam W. Hoke Posters and the Sam W. Hoke Oilcloth Print Painted Signs.

ANY BILLPOSTER

will tack these signs for you at reasonable price, or if you do not wish to be bothered with attending to the tacking, Sam W. Hoke will take contract to attend to that part of the work also — and if he takes the contract to do it, it will be done right, or you will not be expected to pay for it.

YOUR ORDERS ARE SOLICITED. ———— WRITE TODAY.

Sam W. Hoke

LONG . .
DISTANCE .
BILL POSTER

QUICK TIME POSTER MAKER

255 Fifth Ave. (28th St.)

...NEW YORK...

Phone.