

BILLBOARD

ADVERTISING.

VOL. IV., No. 8.

CINCINNATI, SEPTEMBER 1, 1896

DEPT. OF COMMERCE
FEE TABLE, 1896

BILLING LIKE A CIRCUS.

The circus bill was the first to adopt and define the billboard. The advertiser does not have to intrude the eyes of the printer's secretary beyond the facilities to make the earlier billing of peripatetic exhibitional character, and to associate the unscrupulous advancement of the art of posting with that of poster painting.

Circles included were the early show poster, a single double-column sheet, printed in one color, on a Franklin or Ensign brand paper, on a form composed of the most primitive of type, and then the scene of poster painting. From far and near the populace gathered 'round to see the wonders and marvels of which this poster was an epitome. It was a departure from the handbill, the circular, or the newspaper advertisement, and managers were quick in discovering their strategy. They found that by using the poster, their message were seen three fold, and that the tenacious and continuous of the show, and their prominence on the walls, at the post-office, or under the porch of the village inn, touched the attention of a larger portion of the population that could be drawn in no other way equally efficient.

These circus men, possessing firm energy, said to themselves, "If I can shoot bill, in one color, prove an attraction, why not render more bills in two or more colors?" To think was to act, and was the poster has evolved in ascending and descending the idea thus advanced. Demand creates supply; and in a surprising brief time the art of poster painting and of posting grew apace. It is now by no means an uncommon occurrence to see a single poster of thirty-two sheets, and in size or seven colors, associated with a double-column sheet of greater or less dimensions on the walls, advertising a single enterprise or attraction. Within the experience of the writer of this article—so old circus advertisements a handbill first billboard was a series of billposting achievement, to cover which duplicate and even triplicate bills were often necessary. Yet the effect of this handbill board, by increasing receipts was such that managers were quick to take advantage, and soon hundreds of acres heeded their large and twelve feet high are every day affairs.

The development thus obtained by the judicious use of the poster, has not been lost on the showmen and compelling advertiser of many other goods or professions, thus that of the circus men. Thus they reason:

"If the one of the poster has been one

of the most lovers in accumulating colossal fortunes to such men as Seth B. Brown, W. W. Cole, John Robinson, F. T. Benson, or James A. Eskey, why will not the poster be of equal advantage in bringing my wares, my merchandise, my manufactures, my railroad, my gold, or coal, or copper mine before the public? What is more for the good is more for the greater, and if poster work is so extraordinarily profitable to additional cir-

cle the public. And, as demand creates supply, the bill-posting organizations throughout the Union see city and efficiently supporting their efforts. There is scarcely a town or city in America but has its pe number billboards of some or less extent, controlled and managed by energetic and capable men who, as a rule, with scarce an exception, can be relied on to faithfully and intelligently perform the work entrusted to them.

J. G. ASBURY.

The portrait that adorns our first page this month is a good likeness of J. G. Asbury, of Indianapolis and New York, one of the most widely known sign writers of the age.

And speaking of age, the person don't see that knows Asbury; Frank Wheeler would say that he is a hundred and one, and has been for the past century. Anyhow, those who know him twenty years ago will tell you that he did it look a day older than then he does not. Ask himself adults to testify.

One of Mr. Asbury's first experiences with sign advertising was very back in the twenties (or so it is the thirties?) when he secured a contract from Mackenzie's Duane Telephone Co. for sign covering the entire Duane country; after which he joined the Western force and painted Tyler's Furniture from New State to Madison.

Then came Mail Coach Tobacco, covering the railroad lines of ten States. This order required two years in its execution, and at its completion some territory was contracted for. Afterward the entire order was duplicated for renewal, and so well was the painting done, and so accurate were the lines as the business that thousands of the sign still stand as almost as perfect condition as if just painted.

So satisfactory was the experience of the Mail Coach people with sign advertising as organized for them by Mr. Asbury, that they adopted the system on a large scale, and have, for a number of years, employed their own force of painters.

Mr. Asbury's more recent work has been mainly for the Standard Cigarette and the I. W. Harper Whisky, and our New York notes for the past few issues have told of the splendid showing that he is giving the Whisky in New York City at the present time.

Mr. Asbury's thorough knowledge of the business, gained by hard knocks at the standard board, has perfectly fitted him for handling men, and for judging of the quality of work each employe should be capable of putting up under varying circumstances; and he can figure out the cost of the most cost of the material required in doing the work.

As a man that takes only one article at a time to advertising, and then gives that article his full attention. He makes it a rule to drop down especially on his men, no matter where they may be working, and how far away they may think him. And when a contractor comes in, he will see to it that he gets a plain truth, and knock out as many thousand feet to the best of his power.



J. G. ASBURY.

man, there can be no valid reason why it should not be equally profitable to my enterprise."

To bill like a circus is, therefore, day by day, increasing in custom with others than those of the circus profession. Self-evident propositions can not be ignored, and practical non-advocates and non-believers of ignorant scepticism are pulling out of the old ruts of conservatism, and are adopting the poster as the most efficient and conservative means of bringing their commodities or services before

Grocery's Opinion.

One day a window called on Hiram Greeley to get a subscription for a temperance society. Greeley paid little attention to him. The window kept insisting that he would sign up him. Finally the most way finished, he said, in a somewhat loud tone: "Mr. Greeley, I want to get a subscription from you for the society to prevent you from going to hell." "Clear out!" said Greeley. "I will not give you a cent. There are not half enough people going to hell now."

"If the one of the poster has been one



IMPORTANT.

To the members of the International Bill Posting Association.

Dear Sir and Brother—On another page in this issue, and on succeeding pages, will be found a corrected list of each month of all members in good standing. The association voted to pay fifty dollars per month for this page, and all members in arrears over sixty days will be dropped from this list, and will not be reinstated until ordered to do so by the chairman of the Board of Directors. As all advertisers throughout the country depend on this list, you will see the importance and benefit of having your name always before them. There is going to be lots of bill posting and distributing sent out this fall, and to insure your name being in the directory, it is important that you comply with these requests.

Fidelity yours,
F. G. STOUT,
First Vice-Pres.

OFFICE HOURS.

The office agents will tell you that while there is scarcely a man in town who is better known than the bill poster, no one on earth is so hard to find. This, of course, refers to the towns and cities of the second class where the bill poster is compelled to hang his own paper, either in whole or in part, which makes his going and coming a matter of great necessity.

The office agents do not mind the inconvenience that this state of affairs entails. They have put up with it for so long that they have become inured to the accompanying loss of time and expending of money.

Now that the commercial firms are going to the boards, however, the case is quite different. Again and again requests of large mercantile concerns cannot afford to lose even a fractional part of a day and will not break such conditions.

Every bill poster owns it himself and the rest of the world is remedy that end. It can be effectively done in a very simple manner. Follow the plan in use by the masses. Attach a schedule of office hours, have them incorporated into a card sent by the office door and there—this is the office during office hours.

Everybody can read a placard. No meaning is plain to the Germans, the Scandinavians, the Indians or the Chinese masses. Most speak to the masses in pictorial language.

A. C. A. Menden, of Port Jervis, N. Y., is ready for a big fall trade which is nearly closing.

EARLY BILLBOARDS.

Spreading of billboards now so extensively used by managers of theatres, clubs, public meetings, and by all large advertisers, an Exchange says: "Billboards were little seen in articles upon which announcements and proclamations were posted in London about the year 1700. A man by the name of Loomis had had been a street cryer, obtained permission from the authorities to erect on vacant lots a number of boards upon which he placed official advertisements of the city, and he received a small stipend from the municipal authorities for the service. The erection of these boards, and the notice placed upon them, of course, attracted the attention of the populace, and they were constantly seen and read, and the billposting business. This fact struck the fancy of a few clothiers as being an admirable plan to give an advertisement of his goods and place of business before the public, and he applied to Loomis for permission to have his advertisements posted on the same boards with the official announcements. Loomis, being under the direction not to apply to the city authorities, would not agree to these proposals without consulting his superiors, and this was done. The council debated long and seriously over the matter, and at last gave their consent on condition that the job pay the city so much a year for the privilege. This was agreed to, and the billboard and its availing was brought into existence as one of the necessities of commerce. The job's example was followed by other merchants, and in London acquired a reputation as all the more common trade billboards, now known as a few hanging and profitable business, and his boards could be found in every corner of the city. The idea, being new and novel, spread as such things do, and it was not long until the billboard was found in every civilized country. The idea, which followed Loomis and profitable moments to those engaged in the business.

The poster of the thing, it's quick, effective attention.

The American Type Foundry Co. have now the exclusive sale of the Empire Show Printing Co.'s plow, and will dispense of some in whole or in part.

The Minnesota Bill Posters' State association failed to get a quorum for their meeting at Minneapolis, August 30th, 1896.

A BILLBOARD CENTRE.

It is doubtful whether any of the metropolitan cities can rival Chicago as a vintage ground for the billboard advertiser. The number of boards in Chicago may not be proportionately larger than that of other and smaller cities, but it is the location of the boards that gives the Garden City its pre-eminence. The billboards that are seen by the greatest army of people, are the best for the advertiser—located in the chief haunts.

In Chicago, along the trunk lines of the nation's street railways, within the heart of the city almost, are scores of signs. The thousands of people who daily patronize the system, now necessarily pass them. There is no escaping the sign board, and the average Chicagoan knows the names of the more prominent advertisements by rote.

There is much unimproved property in the center of the city which is owned by high finance controlled by the bill posting people. Here and there is a bit of unimproved property which is prompted by the billboards, while along the main thoroughfares not a few are not aware of owning billboard privileges on their buildings in those strategic places. There is always a number of buildings in process of construction or demolition in the down town district which are seized upon for poster and sign display.

As an illustration of the billboard advantages presented by Chicago, the "south side" may be mentioned. There are three trunk lines of street railways which run into the city's heart. They are the Wilcox Ave., and the State St. side and the Clark St. Electric. These systems receive the "trades" of the fashionable houses. Everyone who comes down town, crosses one of the three streets. Along State and Clark, the sidewalk tracks give exceptional opportunities for poster and signs, inasmuch as the tracks are located in the heart of the street. On Wilcox Ave. there is unimproved

property, to say nothing of houses, completely located in and placed with boards.

This is within a mile or two of the court house. Further out, the signs and bills are more numerous, but there is "circulation" is not so large, and as they are not so profitable as those farther in.

It is assumed that W. H. Gardner, of the Buffalo, shows will contribute to the bill-posting business in the near future. He does not say where, but it is said that it will be in one of the big cities. There are two other reasons to contemplate. These latter cities are going to make a big fight in two prominent cities simultaneously, the idea being that if they only succeed in winning one, they will be cleared of the game. We are not at liberty to disclose the names of the gentlemen interested with this latter movement, but they are prominent in the show business, and you people should be looking. Can you guess?

The *Photo* has gone the way of 'all things that began by WILL H. GARDNER, and unscrupulous scribbles will be filed by the *Red Letter*, the new exponent of the *Photograph* who will continue to draw from Boston—the home of the *Police News*. The *Red Letter* is all right after his kind, and will be appreciated by all *Photo* men. He is a man who will not let his name be used in any way, and he should not fail to show them a copy. E. E. Holt is the art director, and his own work for the magazine is enough to make it worth sample for by those of the city. Handled as usual, and applied by the monopoly.—*Photo and News Dealer, San Francisco.*

Middleton, N. Y., Sept. 4, 1896.
Billboard Advertising.

Constance—It has been suggested that you give the following correspondence which has taken place between a man known to us and myself.

Your truly,
Eugene W. Dwyer.

Middleton, N. Y., August 10, 1896.
A. V. Gardner, Esq., Buffalo, N. Y.
Constance—In August you were very kind to send me a copy of your magazine. I am glad to say that I have been reading it with great interest. I am glad to see that you are doing so well. I am glad to see that you are doing so well. I am glad to see that you are doing so well.

I am glad to see that you are doing so well. I am glad to see that you are doing so well. I am glad to see that you are doing so well. I am glad to see that you are doing so well. I am glad to see that you are doing so well.

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BOND, of Boston.

ARTICLE XVIII.

FEES AND EXP.

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3,000,000 " "	450.
4,000,000 " "	500.
5,000,000 " "	550.
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10,000,000 " "	800.

ARTICLE XIX.

COMMISSIONS.

Members, advertising agents, printers, and bill posters shall receive the same commission of forty per cent on all paper sent out for printing, postage, proofed they have previously submitted all account statements, and have not made up a necessary detail incident to the present distribution.

ARTICLE XX.

SALARIES.

All officers of this association shall have gratuitously done the secretary and treasurer. The treasurer will receive an annual salary of five percent of all money that may pass through his hands. The secretary will receive a salary of fifteen percent.

ARTICLE XXI.

RESPONSE ALLOWANCES.

The officers and inspectors of this association shall be allowed of expenses incurred in the discharge of their duties toward the association, after same have been audited by the Board of Directors.

ARTICLE XXII.

AGREEMENTS.

These by-laws may be changed, amended or repealed by a two-thirds vote of the members present at any regular meeting.

ARTICLE XXIII.

ORDERS OF BUSINESS.

1. Call to order.
2. Roll-call.
3. Reading of minutes of previous meeting.
4. Reading of correspondence.
5. Application for membership.
6. Reports of special and standing committees.
7. Introduction of new members and visitors.
8. Unfinished business.
9. New business.
10. Good and well-wish of the association.
11. Treasurer's report.
12. Adjournment.

First of the Highest Street Bill Posting Co. of St. Louis, Louis Bill Posting Co.)

I mention this as an argument to favor of stopping the boards of dead paper, and of blanking it.

My bill poster, in advertising work, tells his customer that while his price is twelve cents for a month, he will have the paper on the boards till he gets something to cover it with, and in this way "save of your paper may show for months."

I believe this is all wrong. The service it costs the price for the month only, and if the advertiser does not want to pay for a longer time, the bill poster should cover his paper. In any case he should cover that which has become stale, and which is therefore a detri-

mental board always look clean and neat. Make your posted boards look clean and neat at all times, and it is a matter of only a short that when you recommend a higher price than other bill posters do.

The L. roads here in New York keep their advertising boards striped as clean as possible while paper is dead, not even, clean, while paper is posted over the boards. His dead paper is allowed to stand a week, or even a day.

And these people get TWO DOLLARS a sheet per month, on yearly contract, and usually do not do an order of a single sheet. These figures are authentic; and at these prices you have to "look them as they come." You can't pick some of the best stations and leave the

without a few is usually the billboard that contains paper without a few.

Polks that have been in New Brunswick, N. J., recently, tell me that the billboards of that town, belonging to St. W. Reynolds, are the best looking in every way of anything seen in a week's journey. I have never seen the boards, but have never seen Mr. Reynolds, but they say that his paper is always beautiful, that he never has any curiously bold, and last thing together by any one that one does a bill without making a blank; that the paper looks clean, and free from cracks and breaks; that the boards are cleaned slightly above the ground, and hand-painted, top, bottom, and sides. I hope this is all true, and if it is, I would advise Mr. Reynolds to mention himself and his plant in the advertising columns of BILLBOARD.

JAMES L. McELROY.

The rest on this page represents a type of board and the faculty of getting there. It represents, moreover, in that it shows the type of a young man whose remarkable and rapid order forward in every walk of life made men, since in years and in others, say to themselves when they compare him with their own slowly successful progress.

James L. McElroy is the name which goes with the picture. And besides being in the name with it, he looks like that of James on the firm of McElroy Brothers, bill posters and distributors in the towns along the north shore of Long Island. That is, he is one of the boards and privilege in the greater part of Queens county, and in consequence made up of people generally, well to do. One new board a week in the groups of all this firm this year. And the fact that the paper of the leading advertisers covers all the display space all the time, shows that Long Island is a pretty profitable town in which to advertise; it shows that McElroy Brothers know this, and that they have succeeded in obtaining the men who put out paper, up to an appropriation of this fact. The main office of the McElroy Brothers is at 44 Bushwick ave., Flushing, Long Island.

BUSINESS.

The business is a business like no other. It is not an expert adviser or person to keep you up to your residence. We do not expect that a bargain made in a hotel, unless or on the condition will prove as profitable to one concerned unless proper conditions. Have an office, if you cannot have an office you can at least afford desk room. Let it be in the heart of town. Let every person in town know where it is by having the address appear on every board you own.

Follow this rule and you will be respected in the exaggerated respect that will attach to your business and capacity. Nothing that you can devise will prove such a source of satisfaction.

Remember—Remember—Remember—If you can not change the poster, at least you can change the address and so when as once a month. An old poster in one place will yield indubitably better returns than two kept standing in one particular location the year round.



JAMES L. McELROY.

ment to the billboard and the other advertisements thereon.

The bill poster that I have spoken to as this subject all claim that the improvement would cost too much, but they can't afford it, that their customers would pay no more on account of the improvement.

Truly as one would pay more at first; but there is really no earthly reason why bill posters should consider that three cents per week is the amount that they can get out of bill posting. At this rate they get \$1.20 per month for a bill posted every 15 days (12 bill boards). L. E. Le-Tour & Co., of New York, and The R. J. Ganss Co., of Chicago, get all the way from \$1.50 per month to \$1.50 per week for posted signs on the same size signs, usually on yearly contract.

This is a big difference in price, and the difference is correct because these

when. And you can't pick the special location on each station. If you want to do any of these things you must pay more.

I just think of it while you are reading around to get it.

Last month I spoke of a poster that had been posted once in a month billboard, the English name "Glo" being used. That poster is now ten or twelve weeks old, and it will look as fresh as a daisy.

Jimmy Carter, of Newark, who is in the city a few days ago, told me that he is now building all of his boards upright, and that he feels it better than the other way in many respects. He claims that if one removes a board now to sections of four feet or more, without changing a piece of lumber in it, and set it up at another place without a few. The billboard

FOR THE GOOD OF THE ORDER.

Some Observations by Dan W. Holo.

In city I was late St. Louis with an advertisement, regarding to post and print the laws for here. We had just made contracts in Chicago aggregating about \$1,000, about equally divided between print and posting; as we rode from the depot to the hotel, we passed numerous billboards, all carefully located, but all very so ragged, and presented so obscure an appearance that my client wanted to tell, and pointed emphatically. There that time I have spent upward of \$1,000 for this concern in print, and not so much as \$1,000 for posting.

The money of these thirty St. Louis billboards seemed to bring me into my own and an amount of argument could convince him that boards elsewhere were looked after better. [This was before the

Billboard Advertising

FOR THE TRADE.

BY THE EDITOR.

BILLBOARD ADVERTISING CO.

JAMES H. HENNINGER, Manager.

Subscription, 50c Per Year In Advance.

ADVERTISING MATTER:

Advertisements will be published at the ordinary rate of twenty-five cents per square line, except in the classified sections, where special rates prevail. One insertion each.

Advertisements of a political or religious nature will be published at the rate of fifty cents per square line. Religious advertisements of a sectarian nature will be published at the rate of fifty cents per square line. Political advertisements of a sectarian nature will be published at the rate of fifty cents per square line.

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A casual glance over the various letters bearing upon this subject, which we have received, reveals the fact that most of the objections emanate from members who were not in attendance at the Chicago convention.

For their benefit we would state that the subject was long and carefully considered and thoroughly and exhaustively discussed both by and for. When it finally passed, the vote was practically unanimous.

It was the opinion of those present that the agent, or middleman, was capable of exercising a direct and beneficial influence upon the business at large, this being in line with the large advertisements of the country, he could divert many thousands of dollars annually into the hands of bill posters which would otherwise be expended in other mediums, and, finally, that a bill-poster was the best, if not the only instrument which could offer him in order to enter his list.

* * *

Twenty per cent may be liberal, and thus again it may be only fair and equitable. This is a matter with which we have absolutely nothing to do. We are concerned, though, with the spirit which animates some bill posters, and which leads them to regard the middleman with suspicion and distrust. If we are to believe their reports, they have promoted themselves that the agent is their natural enemy. I cannot for his efforts in getting you or a number of large advertisers out of the newspaper and the boards, they frequently extol him every month and laudingly that a noble integrity can be done. No petty enmities are too small for them in their aims; an letter has doubtless written him. Why they do so is not by all understanding. If they are so proud for reasons, they are utterly unable to advance a single one.

Taken together, their attitude is well it's damnable.

* * *

Despite these facts, the middleman still keeps up his fight, and their members, owing to the wonderful power of the poster, is steadily increasing. Shrewd advertising agents are everywhere but failing out of the market for the fact of almost more publicity per dollar expended on the billboards than through any other known medium. This keeps them always established in the field, besides affording a new one to their rivals every now and then.

It will not be long until their efforts will begin to fail, and while it is a pity that they are hampered by a general of uneducated ignorances who do not know an opportunity when they see one; still it is gratifying to know that those latter are a very small proportion of the whole. The great majority of bill posters are intelligent and sensible. They see with the middleman almost to a man, and are ready at all times to support and encourage any and all means to extend the scope and widen the influence of the poster.

The general advertiser—the who depends on prominent agencies for efficacy—where can he find a medium that will yield anything like the billboards?

NEW YORK NEWS.

Removal of non-rotting still evidence: one set, however, has been made openly, the Agent of Seiler's Cereals being allowed regular advertising agents' commissions by all the bill poster here. This is one of the things that the New York City Association was organized to prevent. It is said, however, that two of the members overruled the other, and found that on the one hand that if they did not give in, the work would be placed through some regular advertising agent, who would divide with the non-rotting. The following member held that while some dividing might be going on, that the advertising agents were the best friends the bill posters had, as it was constantly producing new business; and for that reason he held that the advertiser should be protected and not otherwise.

"It is getting out a number of efficient-sized posters, and will cover the country between the Mississippi and the Atlantic for an uncalculated time. It has not yet been decided whether the posting will be done direct or through an agent; Philadelphia, Mass. and Ohio are all other."

The Stage-Couper Co. have given their posting to Glade, and the bill posters are assuming him of splitting commission. This order will be considerably reduced, if we are to believe that by a day goods house or department store, and instead of the ordinary one week run, it will go for at least three months. Just as this letter starts in business every energy toward a bill-posting opening, the announcement is made of the failure of Edison, Hughes & Co., successors to A. T. Brown, probably the most widely known dry goods house in America. For the past year or two this house has enjoyed the distinctive of employing probably the highest priced Mr. Morley Gilson, who had formerly held a similar position with John Wanamaker. Mr. Gilson certainly was passionate in his use of newspaper advertising, and he has been a great success in his position, and in these last few days his position has been completely abandoned, and sent justly.

Sam W. Hoke is getting out a magnificent set of about poster, photographed in five paintings, by the Grand Cigarettes. The bill posters are all potential and almost could handle on a bank doing his package of cigarettes out of the river below. This advertisement has, in the past, used the bill posters very sparingly, the main part of his expenditures having gone to the newspapers; on posting they have been done has recently been made open only.

Golden Rod beer is a Brooklyn product which is now being advertised there on the billboards; a few stands have been placed in New York. The makers claim that the beer is not related in Forty-Rod whiskey. (Don't stock, please.)

The Adulterated Cigarettes electric sign at Madison Square has been re-illuminated, and the New York Journal now occupies the space.

The E. Koster Brewing Co. is getting out a poster, advertising their Pilsener beer. It will be on the boards soon.

E. L. Cooper caught a good big slice of Daniel-Crover Co.'s public attention, and is in getting out now of the most beautiful signs that New York has seen for many months.

J. G. Ashby is still painting Harper Weekly throughout the city, during the hottest spell, August 10th to 12th. His men began work at daylight and stopped at noon. Jack says, there is nothing like a dip in Old Crown in hot weather to make a man fit for business next day.

J. L. Street & Co., Mill posters of King's Bridge, New York City, are doing an excellent business in the north end, along the number of public buildings the city. They have also some fifty or sixty large stands and a great many illustrated boards, and all fairly well filled with life papers.

Reed's Elymette, a preparation for scabs, will probably be seen on the billboards, during the summer of public design having been got up for approval.

Flicker, of Buffalo, and Curran, of Denver, visited New York recently, and carried away considerable business.

McClure Bros., of Flinting, have a constantly growing suburban business; they recently have a share of any paper that shows in the city.

The Journal is holding the post in large and also advertising a commission. They say they are more entitled to it than are Seiler's Cereals that has just come to town, and that was another commission at the very start. The bill posters are beginning to realize that this cut was a mistake.

ADVERTISING MEN

Will Hold a National Convention.

Even since the formation of the Advertising Men's Association, the bill poster organizations have been springing up in other cities throughout the country. There is scarcely a large city in the Union at the present time which does not have at least one such club. A movement is on foot now, looking toward the association of these various clubs into a national organization, and with this end in view a call for a national convention will soon be issued. The time and place of the meeting have not yet been fixed, but as so many articles it will be announced in our columns.

The firm of Wagon & Co., of Boston, has been made of into Boston Bill Posting Co. The new firm is incorporated, and, with an increased capital, proposes to largely increase its holdings, and much extend its business.

T. F. Wagon is treasurer and manager of the new company, and his brother, M. J. Wagon, is still retained as secretary and general superintendent.



It has been suggested that BILLBOARD Advertising be taken up and agitated the action of an Association of Sign Painters. We should be glad to give all the space necessary to the promotion of such a movement, and herewith invite contributions, articles and suggestions bearing upon the subject.

The sign painter who desires to do good work, will, if he employs himself as all for exterior painting, use a small percentage only, a quality which will do no harm and keep his paint from fading too rapidly. Very large quantities of material will tend to make paint brittle and porous because distorting or rather disrupting the binder, so necessary to paint.

The Murphy Vanish Company wants vermines definitely specified.

Old-time painters may forget that linseed or petroleum emulsion is only good enough to wash out brushes with, but they cannot deny the fact that it is to be preferred in place of kerosene adulterated turpentine, because it will expanse and thicken allow paint to become hard and dry, while the material absorbed retards the drying, and, in some instances, keeps the paint from drying at any time.

Illustrated signs are fast becoming very easy to the purely pictorial. Some advertisers have discovered that the masses love pictures and they have gone through a sort of boot-licking.

In front of a boot-licker's stand in East Thirty fourth Street, under two flimsy jackets of tin, this sign appears to have been taken "Furrow home industry. We are the only American bootlicker on the block."—*Frank's Ad.*

Modernized old style is coming into high favor, and will result in what is artistic and beautiful in signs and sign painting.

The roughish signs which have for a long time appeared on the Illinois rocks are now to be changed by order of President S. V. R. Cramer, of the Department of Public works.—*Progressive Advertising.*

Sign painters should make a study of advertising. There are twelve additional papers and every one of them should be familiar to them.

Condense your mailing matter; wherever possible, speak pictorially.

Do not prophesize about whether a window is to be used this sign: "The ladies show the boys and so show the ladies."

A pretty woman never fails to attract attention. Sign painters should never forget this.

In window cases the choice of a caption or headline is a matter of the greatest importance. On its attractiveness the success of the sign also depends.



DEAR MR. ADVERTISER, I have been glad to have you in my office. I have had a long time in the advertising business and I have had a long time in the advertising business and I have had a long time in the advertising business. I have had a long time in the advertising business and I have had a long time in the advertising business. I have had a long time in the advertising business and I have had a long time in the advertising business.

W. H. WARD, Mgr. of the Billboards Advertising Co.

DEAR SIR—We had before printed you a copy of the bill board paper, but we have not received it. We are sorry to hear that you are not satisfied with the paper. We will try to make it better for you.

J. DUNN & SON, Billboards Advertising Co.

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RAMONA, Wis., Aug. 11, 1896. Editor BILLBOARD Advertising Co. I have been a subscriber to your paper for some time and I have been very much interested in the same. I have been a subscriber to your paper for some time and I have been very much interested in the same. I have been a subscriber to your paper for some time and I have been very much interested in the same.

CITY BILL BOARD, Kenosha, Wis.

BILLBOARD ADVERTISING, CHICAGO, ILL.

DEAR SIR—We have before you the bill board paper which you have published. I have been very much interested in the same. I have been a subscriber to your paper for some time and I have been very much interested in the same.

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LACKING-MISSING MUTILATED ON FILM FILE

When any of the material lacking, missing, or mutilated is microfilmed it will normally be found in its bibliographic sequence. If not, see the end of the reel concerned or a supplementary reel.

Vol. IV #8
Sept. 1, 1896 P. 9-12

EVERY BILL POSTER
ADVERTISER

WANTS AND NEEDS

Profitable Advertising

(ILLUSTRATED)

The Advertiser's True Record of New England.

Full of ideas and suggestions for the publicity seeker.

Subscription price, \$1.00 per year. Send for free sample copy.

KATE E. GREGG, WOOD,

Editor and Publisher.

12 School Street, BOSTON, MASS.

NEW CIGAR TOBACCO
SHAKESPEARE PLUG TOBACCO
SHAKESPEARE FLAVOR.
It yields from the richest Kentucky tobacco leaf, wrapped in Linné Leaf, and is rich enough to be used for all the best cigars.
It's a TEN BUBBLET CIGAR.
FILLS CITY TOBACCO WARE,
1010 Broadway, N. Y.

No Office Complete Without It.

Business

A Complete Directory.

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

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

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

The supplement, PRACTICAL ADVERTISING, contains carefully prepared articles on advertising methods, including descriptions in detail of the successful practice in leading establishments.

Monthly, six pages, illustrated, including supplement, for a year, sample copies (containing this advertisement) free.

KITTYREID COMPANY, Publishers
13 Ader Place, NEW YORK.

To Whom It May Concern:

You missed a good thing in not ordering the

Rabbitt Entry and Record System

for your Fair.

This year's not my only, for some time now, no next issue will be too late to sell my new book, for the fair will all be over for this season. Will remind you of this matter again next Spring in time for your Fair of 1897.

Arthur Rabbitt

ARTY BRY'S Wk. Mail Pub.

MADISON, WIS.

The
Enquirer
Job Printing Co.
Cin. O.

THEATRICAL

**DESIGNERS,
LITHOGRAPHERS
AND GENERAL
JOB PRINTERS.**

✱
Poster
Work
Our
Specialty
✱

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

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 25 cents per year, post free, may be sent to No. 21 East Eighth St. Cincinnati, O.

THE LARGEST NEW PRINTED
LITHOGRAPHIC OR BLOCK
IN THE UNITED STATES USE

AULL & WIBORG'S
POSTER INKS

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

Printer's Ink Helps . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and, reliable information, about every detail of the business of advertising.

Teaches you to profit by the competition—and adopt the methods of successful advertisers, so that you can get complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; so that "Ready-Made Ads." in content can be used to accomplish the same object.

Contains timely hints about new means, tending to aid you in selecting profitable cases for advertising in.

Subscription price now \$1 a year. Sample copy, sent free to Spruce Street, New York.

Philip B. Oliver,
Licensed City BILL POSTER,
AND DISTRIBUTOR.
2400 Flat of Beers, 12 Third Street,
Special Attention to Commercial Work.
All Work Guaranteed.
319 Cherry St., FINDLAY, O.
POPULATION 25,000.

RIP-PANS

ONE GIVES RELIEF.

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



BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Book Letters.
Office, Donaldson Litho. Building, CINCINNATI, O.

THEATRICAL AND CITY BILL POSTERS, Printing and Advertising Agents, Work promptly and accurately executed.
G. B. WOODRUFF, Wm. POST, MATHEW, IRE.

DEAFNESS CURED
CURE THE DEAFNESS OF THE EAR
THE ONLY TREATMENT OF THE DEAFNESS OF THE EAR
THE ONLY TREATMENT OF THE DEAFNESS OF THE EAR
THE ONLY TREATMENT OF THE DEAFNESS OF THE EAR

This is a Desk.

A GOOD DESK.
A HANDSOME DESK.

It is three feet and six inches long.
It is three feet and nine inches high.
It is two feet and six inches wide.
It has a roll or sliding top.
It has a sliding tablet.
It has a combination lock.
It has a finished back.
It weighs one hundred and sixty pounds.
It is made of oak, and is a perfect marvel of convenience.

We Sell them for \$16 each.



If you send the money with the order, we will prepay all Freight Charges. That means that it will only cost you \$16.00 delivered in your city. If the money does not come with the order, you will have to pay the freight. Address the

MURPHY DESK CO., No. 130 KENYON AVENUE, CINCINNATI, OHIO

Push.

ADV
IN
1897

That's what every business man needs—the one push, the greatest the money—“*Push*” is the right direction.

PUSH is a little journal “published for progressive people.” It helps business men push in the right direction. It has advertisements, but it doesn't go off half-cocked. Let us send you a free sample copy.

PUSH PUBLISHING CO., Springfield, O.

WANTED.

A COMPLETE FILE OF BILLBOARD ADVERTISING. ANY person having same will please communicate with A. R. GALT of BILLBOARD ADVERTISING CO., Circleville, Ohio, O.

NIGHT & DAY.

That is just the way we are working now.

Special advertisements—one year one of them. Write us about our 14 towns. FRANKLIN, DELAWARE, FERRIS, ALBANY, NEWARK, N. J.

PASSAIC ADVERTISING CO.

Passaic and Fairview, N. J.



THE STAR
COPPER SPRING SHOOT SUPPORT
AND ARTS-BATTERIES.
FOR THE SHARP SHOOT SUPPORT CO.
BOSTON, MASS.

Modern Sign Writer and Ornamentor.

A choice collection of symbols and alphabets to select, a selection books for sign painters
41 Nassau Street, N. Y. Address
W. D. FENWELL.
No. 24, 4th St., Cincinnati, O.

ARC of Lettering and Sign Painters Manual.

Illustrated with numerous styles of letters and contains valuable references for practical use. Price 50 cts. Address
BILLBOARD ADVERTISING CO.,
Cincinnati, O.

LICENSED
BILL POSTING,
TACKLING,
DISTRIBUTING.

J. S. CRAIG,
210 LEXINGTON AVENUE,
HASTINGS, NEB.
Own and Control all Boards and Frivolities.

50,000 Square Feet of Boards.

POPULATION 18,000.

POSTERS OF ALL KINDS AND HAND BILLS

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

THE GREAT American Engraving and Printing Co.,
17 BRANMAN ST., NEW YORK.

Y. B. DAYLEY, Pres.

R. K. ROYLAND, Secy.

**DISTRIBUTORS' \$10.00
UNIFORMS EACH.**

Nicely fitting, well made garments, substantial knee cloth, each suit consists of coat, pants and cap. Good length, weight, waist and chest measurement and send the money with the order. Address,

THE HOYT TAILORING CO.,
1612 KEMPER LANE, CINCINNATI, O.

If you want to post

CHICAGO

Send your paper to the

CHICAGO BILL POSTING CO.

395 West Harrison St., Chicago, Ills.

Who own and control all the most prominent
Boards, Hearings, Posting Stations and points
of vantage in the city of Chicago.

McTearnton Bill Posting Co.
BILL POSTERS & CONTRACTORS,
Best Boards, Best Stock, Best Workmen
A. B. WHITE, Mgr. and Treas.
Offs. 48 Cabanett St., Trenton, N. J.

A. E. BENTLEY,
Only Licensed **BILL POSTER** in
O'FALLON, County of Madison,
Territory. 10,000 feet of space, and
advertising guaranteed. Water
made known to applicants.
A. E. Bentley, O'FALLON, ILL.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
Over all territory in the city and suburbs
Posters in hand. I guarantee the most rapid
Bill Posting and Advertising.
W. S. WILLIAMS, Manager

1000 Cylinders, also 500 or smaller
used in one day for 25, 50, 100, 200,
300 and 400 papers for one year use. Includes
first glass and rollers.
J. T. LUMPKINS, NEWA, VA.

The Advertising Novelty Co.,
CINCINNATI, O.
W. D. BERGERSON, Jr., Pres.
Manufacturers of lead cylinders for advertising for Ad-
vertisers, including advertising, cards, notices, in-
formation, lists, rates, post cards, ink cards, etc.
Illustrations, notices, banners and signs.

SIDEY, OHIO, C. P. ROGERS
CITY BILL POSTER.
Overhead posters of boards and signs
also advertising and printing attached to it.



Distributors! Use Good Stationery!

We furnish 200 letter heads
including five half-covers for **\$4.50.**

Our quality of Paper
that demands Praise

Special (300 Letter Heads)
200 Envelopes
200 Cards

for **\$6.75.**

Hennegan & Co.,

719-721 Spanglers St.,

...Cincinnati, Ohio.

BILL POSTERS' PASTE BRUSHES.

The two leading brands of America, both of which are Hand Made, Copper Stems and Steel Exposed.

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

8 Inch.	-	\$2.25	Black
8 "	-	\$2.75	"
10 "	-	\$3.00	"



The "Unexcelled"

No good brush is better than this brush.

PRICES

8 Inch.	-	\$2.75	Black
8 "	-	\$3.00	"
10 "	-	\$3.25	"

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

LIST OF MEMBERS. CORRECTED MONTHLY.

International Bill Posting Association

Of the United States and Canada. Formerly the Inter-State Bill Posters' Protective Association.

OFFICERS.

F. F. SCHAEFER, President, Chicago; J. J. ...

T. E. BLAIR, Chairman, Peed de Lac, Wis.; ...

BOARD OF DIRECTORS. J. E. GIBSON, Sec. At. ...

EXECUTIVE COMMITTEE. F. F. SCHAEFER, Chicago, Ill.; ...

BOARD OF PROMOTIONS.—To be appointed by the President, and composed of one member from each State.

Main table with columns: State, Name, Address, State, Name, Address. Lists members from various states including Illinois, Michigan, Wisconsin, etc.

MEMBERS.

POSTER PRINTERS.

F. B. Baker Printing House, Peed de Lac, Wis.; ...

SOLICITORS.

Henry Wharton, New York City; ...

ADVERTISING AGENTS.

J. B. Whitaker, Chicago, Ill.; ...

NATIONAL INSPECTOR.

Chas. E. Kneledge, Washington, D.C.

ATTORNEYS.

Farwell & Koenigsmann, Milwaukee, Wis.; ...

SCALE OF PRICES.

Table with columns: Length, Price per foot, Price per day.

PRICES FOR CIRCUS WORK.

All stand work on permanent basis, one per month ...

CARD AND TIN TACKING.

For card work Agon price offered is about to appear ...

DISTRIBUTING.

Distributing Localities and over various weights ...

CLOTH HANGER SINGS.

For 100 to 1500 ...

*We print Posters;
Only Posters;
Nothing but Posters.*

We make a business, a specialty of Poster Printing. All of our time, all of our attention, all of our facilities are devoted to that and that alone. . . . It follows, as a matter of course, that we understand how to produce high-class work. It is only reasonable to suppose that our prices are lower than those of firms who only print a poster now and then. . . . Let us figure with you. . . . Compare our prices with those of other houses. Then compare our samples. That's the way to settle all argument.

*The Donaldson Litho. Co.
Cincinnati, Ohio.*

NOTE.—We have just completed two whole-sheet political posters. One depicts the portraits of McKinley and Hoban, the Republican candidates. The other Bryan and Sewall, the Democrats. These posters will be ready. Send 14 cts. in stamps for a sample of both.



ADVERTISERS!

You can cover every portion of the United States and Canada, systematically, thoroughly, and economically by recourse to the service rendered by



THE

INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.



It is a guaranteed service, absolutely and perfectly reliable in every respect. It covers letters and yields more returns than any other medium extant. We handle every thing, from sample copies for publishers to samples of medicines. All matter put out in a careful, conscientious and painstaking manner by faithful, sober and reliable men, who thoroughly understand their business.

For Prices, Schedules, Membership
Lists, Constitution and By-Laws,
or other Information, Address,

JAS. L. HILL,

Advertising Secretary.

316½ Cedar St., NASHVILLE, TENN.

OR ANY OF THE FOLLOWING OFFICERS:

Pres., J. A. CLOUGH, 447 Austin Ave., Chicago, Ill.

1st Vice-Pres., J. E. STROVER, Rochester, N. Y.

2d Vice-Pres., W. KRYDER, Durgasie, Mich.

3d Vice-Pres., W. H. CASE, 24 Missis St., Ft. Wayne, Ind.

Sec'y-Treas., W. H. STEINBRENNER,

811 Vine St., Cincinnati, O.

All applications for membership should be addressed to W. H. STEINBRENNER, 811 Vine St., Cincinnati, Ohio. Minors are not eligible and no person will be accepted without strictly first class home recommendations.

I Want to Hear From Every Bill Poster in America.



Send me a statement of the number of boards you own, aside from those required for your theatrical work, and a statement of the number of sheets necessary to post your town to advantage.

Tell me your prices. Don't say "regular Association rate". Association rates vary with the population, and all populations are not the same as at the last census.



I have two large National Advertisers who are seriously thinking of posting. The two combined spend more than a million a year now in the newspapers.



Should they adopt posting the deal will be for a year, or in any case for not less than six months.



These people are old advertisers and are the kind that new and small advertisers pattern after.



Should they adopt bill posting the effect would be to bring around dozens of others to this method. You know how the new people follow the old experienced ones.



I hope to hear from every bill poster that I am not now in communication with, I want this business and so do you. Every newspaper advertising agent and every newspaper will unite in advising these people against the change. But I think that they can be brought around by showing them that they can thoroughly cover the Union. Write me quick.

People who are posting for me now, and who have posted for me in the past will tell you that they never had to write twice for their money.



Sam W. Hoke
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(Long Distance Telephone.)