BILLBOARD
ADVERTISING.

Vol. IV., No. 8.
CINCINNATI, SEPTEMBER 1, 1896.

BILLING LIKE A CIRCUS.

The circus guild was the first to adopt and utilize the billboard. The observer does not have to retrace the years of the present century beyond the forties to note the earlier billing of peri petic exhibitional enterprise, and to associate the marvelous advancement of the art of posting with that of poster printing.

Cincinnati was the early show poster. A single double-sheet sheet, painted in one color, on a Franklins or Ragman hand press, on a form composed of the most primitive of type, was the scene of poster printing. From far and near the populace gathered round to scan 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 utility. They found that by using the poster, their receipts were more than doubled, and that the tenacity and commonness of the lines, and their prominence on the walls, at the post-office, or under the porches of the village inn, invited the attention of a major portion of the population that could be drawn in no other way equally efficient.

These circus men, reasoning from analogy, said to themselves, "If a one sheet bill, in one color, proves so efficacious, why not turn more bills in two or more colors?" To think was to act; nor was the printer less zealous in seconding and superintending the idea than advanced. Demand creates supply; and in a marvelously brief time the arts of poster printing and of posting grew space. It is now by no means an occurrence annual to see a single poster of thirty-two sheets, and in six or seven colors, associated with innumerable others of greater or less dimensions on the walls, advertising a single enterprise or attraction. Within the experience of the writer of this article—an old circus advertiser—a hundred-foot billboard was a marvel of billing achievement, to cover which duplicate and even triplicate bills were often necessary. Yet the effect of this hundred-foot board in increasing receipts was such that managers were quick to take advantage, and now boards of seven hundred feet in length and twelve feet high are every-day affairs.

The desideratum thus attained by the judicious use of the poster, has not been lost on the shrewd and enterprising advertiser of many other guilds, or professions, that are not of the circus man. Thus they reason: "If the use of the poster has been one of the main levers in accumulating colonial fortunes to such men as Seth B. Howson, W. W. Cole, John Robinson, P. T. Barnum, or James A. Bailey, 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 mines before the public? What is sauce for the goose is sauce for the gander, and if poster work is an extraordinarily profitable to exhibitional enterprise before the public. And, as demand creates supply, the bill-posting organizations throughout the Union are able and effectively supporting their efforts. There is ceaselessly a town or city in America but has its pennant billboards of more 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 front page this month is a good likeness of J. G. Asbury, of Indianapolis and New York, one of the most widely known sign advertisers of the age.

And speaking of age, the person don't live that knows Asbury's! Frank Wheeler would say that he is a hundred and one, and has been for the past century. Anyhow, those who knew him twenty years ago will tell you that he didn't look a day older than he does now. Asbury himself admits to thirty.

One of Mr. Asbury's first experiences with sign advertising was way back in the seventies (or was it in the sixties?) when he secured a contract from Blackwell's Durham Tobacco Co. for signs covering the entire northern country; after which he joined the Pearlman and painted Fyfe's from Nova Scotia to Mexico.

Then came Mail Pouch Tobacco, covering the railroad lines of ten States. This order required two years in its execution, and at its completion more territory was contracted for. Afterward the entire order was duplicated for renewal, and the result was the painting down, and so strong were the leases on the locations that thousands of the signs stood in almost as perfect condition as if just painted.

So satisfactory was the experience of the Mail Pouch people with sign advertising as originated 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 Admiral Cigarette and the I. W. Harper Whiskey, and our New York Notes for the past few issues have told of the splendid showing that he is giving Harper Whiskey in New York City at the present time.

Mr. Asbury's thorough knowledge of the business, gained by hard knocks at the scaffold itself, has peculiarly fitted him for handling men, and for judging of the quantity of work each employee should be capable of putting up under varying circumstances; and he can figure almost to the cent of the exact cost of the material required in doing the work.

As usual he takes only one article at a time to advertise, and then he secures his idea from an untold amount. He makes it a rule to drop down unexpectedly on his men, no matter where they may be working, nor how far away they may think him. And when a case arises, he can don the paint brush, and grab a paint brush, and knock out as many thousand feet as the best of his men.
A BILLBOARD CENTRE.

It is doubtful whether any of the metropolitan cities can rival Chicago as a vantage 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 given the Golden City its pre-eminence. The billboards that are seen by the greatest array of people, are the best for the advertiser — location is the chief factor.

In Chicago, along the trunk lines of the surface street railways, within the heart of the city almost, are scores of sign boards. The thousands of people who daily patronize the systems, must necessarily pass them. There is no escaping the sign board, and the average Chicagoan knows the names of the more prominent advertisers by rote.

There is much railroad property in the centre of the city which is enclosed by high fences controlled by the bill posting people. Here and there is a bit of unimproved property which is preempted by the billboards, while along the main thoroughfares not a few are not averse to resting billboard privileges on these buildings in these snug, quiet times. There is always a number of buildings in process of reconstruction or demolition in the down town district which are affixed upon for poster and sign display.

As an illustration of the billboard advantages possessed 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 Wabash Ave. and the State St. cable and the Clark St. electric line. These systems receive the "transfers" of innumerable lines. Everyone who comes down town, travels one of these three streets. Along State and Clark, the railroad tracks give exceptional opportunities for poster and poster, inasmuch as the tracks are fenced in along the streets. On Wabash Ave. there is unimproved property, to say nothing of houses, completely fenced in and plastered with boards.

This is within a mile or two of the court house. Further out, the signs and bill boards are more rampant, but there "cir-culation" is not so large, and so they are not so profitable as those farther in.

It is rumored that W. H. Gardner, of the Buffalo Bill Show, will embark in 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 ventures in contemplation. These latter are going in to make a big fight in two prominent cities simultaneously, the idea being that if they only succeed in winning one, they will be ahead of the game. We are not at liberty to disclose the names of the gentlemen who are filled with this latter movement, but they are prominent in the show business, and possess ample financial backing. Can you guess?

The Filer has gone the way of all things attempted by W. I. M. Clemen, and unexpired subscriptions will be filled by the Red Letter, the new exponent of the Filer collecting cash, which comes from Boston — the home of the Police News. The Red Letter is all right after its kind, and will be appreciated by all Filer people. If a dealer has any such thing on his list, he should not fail to show them a copy. E. E. Bird is the art director, and his own work for the magazine is enough to make it sought for by those of the cult. Retailed at no cents, and supplied by the monopoly. — Book and News Dealer, San Francisco.
Owing to pressing business engagements and a perfect flood of correspondence which has engaged his entire time and attention, Mr. W. H. Steinehrenner found it impossible to prepare a list of members in good standing of the International Association of Distributors. He promises to have it ready for our October issue.

The attention of general advertisers is directed to the advertisement of the International Association of Distributors on another page of this issue. The difficulty encountered in the past in securing reliable service in the matter of house-to-house distribution of circulars, booklets, samples, etc., has, in large extent, been overcome by this organization. It is composed exclusively of men who are enthusiastic distributors, and is operated exclusively in the interest of advertisers, the members wholly recognizing that in this way they can best subservise their own interest, and increase their clientele of patrons. Advertisers may rely upon the fact that the members of this association are thoroughly reliable. No one can join unless he can produce the most enthusiastic recommendations as to his honesty, industry and reliability.

Furthermore, the association as a whole guarantees the work of its individual members by a standing offer to reimburse any advertiser for any loss he may sustain at their hands. The scheme is a good one, and many of our large advertisers could probably look into the details of its workings.

The Thompson Diphtheria Cure Co., of Williamsport, Pa., are covering the South and West with circulars. Distributors will do well to write them.


Mrs. M. M. Dandia, of Troy, N. Y., has the honor of being the first lady member of the International Association of Distributors.

James L. Hill, soliciting secretary of the I. A. D., wants bids on house-to-house distribution of advertisements in towns of 10,000 and less in Illinois, Ohio, and Indiana. Address, 3154 Cedar street, Nashville, Tenn.

The Globe Tobacco Co., of Detroit, Mich., are putting out samples of their Blue Ledge Cat Ping

W. H. Steinehrenner, of Cincinnati, O., has closed contract with The Thompson Diphtheria Cure Co., of Williamsport, Pa., for the distribution of 65,000 pieces of their advertising matter.

BOSTON BUDGET.

The Boston Bill Posting Co., succeeding to the business of J. T. Wogan & Co., are rapidly enlarging their plant, and have lately added a phone to their office equipment, connecting them over the long-distance wires with New York and the West.

The theater here divide their posting between the two big firms, and have started in this season to do more and larger work than ever before. Only one or two houses try to do their own work, all the others preferring to patronize the posting firms as they control all the best positions.

Donnelly, the energetic, has taken over the bill posting business for years by the Ecklofs, of Charlestown. Now all contracts for work in the Back Bay district will be made through Donnelly's new Boston office, at 913 Chapel street.

The World's Food Fair that opens October 6th, promises to be a big success. The space is fast being taken by the large general advertisers of the country, while in Boston the press and public are showing much public spirit in furthering the interests of the enterprise.

JOHN EDWARD STROYER.

The subject of this sketch was born on the 17th day of July, 1865, at Rochester, N. Y. He received a public school education. His father died when he was but a mere boy, thus throwing upon him his own resources. He secured employment at a printing office, and learned the trade of job compositor, working at the same, for a number of years. About 18 years ago he joined a distributing bureau in Chicago, and is determined to give all advertisers good service for their money. He was recently elected first vice-president of the International Association of Distributors.
ARTICLE I. ELECTION OF MEMBERS.
Sec. 1. Any person eligible for membership, having appeared with the required qualification, and having obtained the consent and endorsement of the member-in-town, shall be admitted to the membership of the association, as fixed by the executive committee.

Sec. 2. If no objection is received within thirty days from date of publication thereof, he shall be admitted as a member, and such acts to be considered by the secretary, and his name published in the official organ of the association.

ARTICLE II. DISBURSES OF MEMBERS.
It shall be the duty of members to use the advents of the association, as set forth in the agreement with the association, and to be a part of the treasurer.

Sec. 1. The treasurer shall receive and take charge of all money and receipts of the association, and shall keep an accurate record of the proceeds and all money received and disbursed for the association.

Sec. 2. He shall keep a complete and accurate record of the receipts and disbursements of the association, and all books and records shall be kept in such a manner as to be easily accessible to the members.

ARTICLE III. DUTIES OF THE TREASURER.
The treasurer shall receive and take charge of all money and receipts of the association, and shall keep an accurate record of the proceeds and all money received and disbursed for the association.

Sec. 1. He shall keep a complete and accurate record of all money received and disbursed for the association, and all books and records shall be kept in such a manner as to be easily accessible to the members.

Sec. 2. He shall keep a complete and accurate record of all money received and disbursed for the association, and all books and records shall be kept in such a manner as to be easily accessible to the members.

ARTICLE IV. DUTIES OF THE SECRETARY.
The secretary shall keep a complete and accurate record of all money received and disbursed for the association, and all books and records shall be kept in such a manner as to be easily accessible to the members.

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ARTICLE V. OFFICERS.
The officers of the association shall consist of a president, vice-president, treasurer, and secretary.

ARTICLE VI. THE DIRECTORS.
The directors of the association shall consist of twelve members in good standing, as elected by the members.

ARTICLE VII. EXECUTIVE COMMITTEE.
The Executive Committee of this association shall consist of four members and the president.

ARTICLE VIII. BOARD OF PROMOTION.
The Board of Promotion and Publicity of this association shall consist of four, five members, more or less, and shall be apportioned among the members of the association.

Sec. 1. If any member shall fail to pay his share of the association, he shall be regarded as a member of the association, and shall be entitled to all privileges and benefits thereof.

Sec. 2. If any member shall fail to pay his share of the association, he shall be regarded as a member of the association, and shall be entitled to all privileges and benefits thereof.

ARTICLE IX. DUTIES OF THE PRESIDENT.
It shall be the duty of the president to conduct all business by the provisions of this constitution, and to see that all officers and members are duly notified of all meetings and all terms of the association, and to see that the officers and members are duly notified of all meetings and all terms of the association.

Sec. 1. If any officer or member shall fail to attend any meeting of the association, he shall be regarded as a member of the association, and shall be entitled to all privileges and benefits thereof.

ARTICLE X. DUTIES OF THE VICE-PRESIDENTS.
Sec. 1. In the event of the president’s absence, the first, second, third, and fourth vice-presidents shall perform the duties of the president.

Sec. 2. In the event of the president’s absence, the first, second, third, and fourth vice-presidents shall perform the duties of the president.

ARTICLE XI. DUTIES OF THE DIRECTORS.
It shall be the duty of the Board of Directors to conduct all business and to see that all officers and members are duly notified of all meetings and all terms of the association.

Sec. 1. If any officer or member shall fail to attend any meeting of the association, he shall be regarded as a member of the association, and shall be entitled to all privileges and benefits thereof.

Sec. 2. If any officer or member shall fail to attend any meeting of the association, he shall be regarded as a member of the association, and shall be entitled to all privileges and benefits thereof.

ARTICLE XII. DUTIES OF THE SECRETARY.
The secretary shall keep a complete and accurate record of all money and receipts of the association, and all books and records shall be kept in such a manner as to be easily accessible to the members.

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ARTICLE XIII. DUTIES OF THE TREASURER.
The treasurer shall receive and take charge of all money and receipts of the association, and shall keep an accurate record of all money received and disbursed for the association.

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ARTICLE XIV. DUTIES OF THE EXECUTIVE COMMITTEE.
It shall be the duty of the Executive Committee to conduct all business by the provisions of this constitution, and to see that all officers and members are duly notified of all meetings and all terms of the association.

 Sec. 1. If any officer or member shall fail to attend any meeting of the association, he shall be regarded as a member of the association, and shall be entitled to all privileges and benefits thereof.

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Sec. 2. If any officer or member shall fail to attend any meeting of the association, he shall be regarded as a member of the association, and shall be entitled to all privileges and benefits thereof.

ARTICLE XVI. SCALE OF FEES.
Sec. 1. The official schedule of fees shall be as follows:

<table>
<thead>
<tr>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of 5,000 to 10,000</td>
<td>$5.00</td>
</tr>
<tr>
<td>10,000 to 20,000</td>
<td>$7.50</td>
</tr>
<tr>
<td>20,000 to 50,000</td>
<td>$10.00</td>
</tr>
<tr>
<td>50,000 to 100,000</td>
<td>$12.50</td>
</tr>
<tr>
<td>100,000 or over</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

Sec. 2. The fees shall be paid annually, and shall be due within thirty days from the date of receipt of notice of the same.

Sec. 3. The fees shall be paid annually, and shall be due within thirty days from the date of receipt of notice of the same.

ARTICLE XVII. GUARANTEED SERVICE.
Sec. 1. The service rendered to the public shall be guaranteed to be absolutely reliable by the members of the association.

Sec. 2. In the event of a member being convicted of violating the regulations of the association or the laws of the jurisdiction, or in the event of default or non-performance of any stipulation or covenant by which he has bound himself, his membership may be revoked by the executive committee, and he shall be punished by the association, and shall be expelled from the association.

Sec. 3. The fees shall be paid annually, and shall be due within thirty days from the date of receipt of notice of the same.

Sec. 4. The fees shall be paid annually, and shall be due within thirty days from the date of receipt of notice of the same.

Sec. 5. The fees shall be paid annually, and shall be due within thirty days from the date of receipt of notice of the same.

Sec. 6. The fees shall be paid annually, and shall be due within thirty days from the date of receipt of notice of the same.

ARTICLE XVIII. DISQUALIFICATIONS.
Sec. 1. The following members shall be disqualified from holding office in the association:

<table>
<thead>
<tr>
<th>Description</th>
<th>Disqualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convicted</td>
<td>Disqualified</td>
</tr>
<tr>
<td>Dishonor</td>
<td>Disqualified</td>
</tr>
<tr>
<td>Perjury</td>
<td>Disqualified</td>
</tr>
<tr>
<td>Insolvent</td>
<td>Disqualified</td>
</tr>
</tbody>
</table>

Sec. 2. Any member claiming that an injustice has been done him may appeal to the secretary of the association at any regular meeting, and shall be heard by the executive committee, and shall be entitled to a hearing before the same, and shall be entitled to a hearing before the same.
BUTTER.  

FOR THE GOOD OF THE ORDER  

Some Observations by Sam W. Hoke.  

In 1893 I went into St. Louis with an advertiser, expecting to post and paint the town for him. We had just made contracts in Chicago aggregating about $10,000, about equally divided between print and posting; as we rode from the depot to the hotel, we passed numerous billboards, all excellently located, but all were ragged, and presented no wor- 

The memory of those shabby St. Louis billboards seemed to cling to this man, and he was determined to convince his friends that boards elsewhere were lacking after his own. (This was before the  

July 7, 1896.  

ARTICLE XVIII.  

FEES AND BILLS.  

1. 500 to 2,000 population $2.00.  
2. 1,000 to 2,000, 2000.  
3. 2,000 to 4,000, 2000.  
4. 4,000 to 6,000, 2000.  
5. 6,000 to 8,000, 2000.  
6. 8,000 to 10,000, 2000.  
7. 10,000 and over.  

ARTICLE XIX.  

COMMISSIONS.  

Middlemen, advertising agents, poster  
printers, and bill posters shall receive a  
profit commission of twenty per cent. on all  
paper sent out for general posting, provided  
they have personally solicited and secured same, and have worked out the necessary detail incident to its general distribution.  

ARTICLE XX.  

SALARIES.  

All officers of this association shall  
give gratuitously save 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 $500.00 annually.  

ARTICLE XXI.  

EXPENSE ALLOWANCES.  

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

ARTICLE XXII.  

AMENDMENTS.  

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

ARTICLE XXII.  

ORDER OF BUSINESS.  

1. Call to order.  
2. Roll-call.  
3. Reading of minutes of previous meeting.  
4. Reading of communications.  
5. Applications for membership.  
6. Reports of special and standing committees.  
7. Introduction of new members and visitors.  
8. Unfinished business.  
10. Good and welfare of the association.  
11. Treasurer’s report.  

JAMES L. McELROY.  

The cut on this page represents a type of business. It is a type which is well known to all persons who have been in business for any length of time.

BILDBOARD ADVERTISING.  

Some Observations by Sam W. Hoke.  

In 1893 I went into St. Louis with an advertiser, expecting to post and paint the town for him. We had just made contracts in Chicago aggregating about $10,000, about equally divided between print and posting; as we rode from the depot to the hotel, we passed numerous billboards, all excellently located, but all were ragged, and presented no wor-

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BILBOARD ADVERTISING.

NEW YORK NEWS.

Rumors of rate-cutting still continue; one cut, however, has been made openly, the Agent of Soldier’s Cateups being allowed regular advertising agencies’ commission by all the bill posters here. This is one of the things that the New York City Association was organized to prevent. It is said, however, that the agents, under all the terms of the agreement, have been making a much greater reduction than once before the word.

The H. Koecher Brewing Co. is getting out a new poster, advertising their Paleto beer. It will be on the boards soon.

L. E. LeTour caught a good big slice of Siegel-Cooper Co.’s paint appropriation, and he is putting out some of the most beautiful signs that New York has seen for many moons.

J. G. Ashbury is still painting Harper Whisky throughout the city, during the heated spell, August 10th to 15th, his men began work at daylight and stopped at noon. Jack says, there is nothing like a dip in Old Ocean on a hot afternoon to make a man fit for business next day.

J. L. Street Co. bill posters of King’s Bridge, New York City, are doing an excellent suburban business in the north end, along the various railroads entering the city. They have now some fifty or sixty large stands and a great many three-sheet boards, and all fairly well filled with live paper.

Booth’s Hydelia, a preparation for catarrh, will probably be seen on the billboards soon, a number of poster designs having been got up for approval.

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

McElroy Bros., of Flushing, have a constantly growing suburban business; they usually have a share of any paper that shows in the city.

The Journal is refusing to post in future unless allowed agent a commission. They say they are more entitled to it than are Soldier’s Cateups that has just come to the business and was allowed 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.

Ever since the formation of the Advertisers’ Club of Washington, D. C., similar 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 boast of at least one such club. A movement is on foot now, looking toward the associating 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, however, has not yet been fixed, but as soon as settled it will be announced in our columns.

The firm of Wogan & Co., of Boston, has been merged into the Boston Bill Posting Co. The new firm is incorporated, and with an increased capital, proposes to largely increase its holdings, and reach out after more business. J. T. Wogan is treasurer and manager of the new company; his brother, W. M. J. Wogan, is still retained as secretary and general superintendent.

SEPTEMBER, 1896.

There is a row and rumpus in the International Bill Posting Association. It all arose over the notice taken at the last convention in advancing the official commission paid middlemen to twenty per cent. The maximum rate in general usage up to that time was sixteen and two-thirds per cent. Much dissatisfaction has ensued in consequence. The objections are abusive, and threatening, and are made on the theory that it is a burden to the officers of the new organization.

We have no desire to take sides in the controversy. We believe that it is a matter which concerns only bill posters and middlemen, and as such should be settled by them.

At the same time we cannot refrain from observing that those members who are writing such rabble letters are making a mountain out of a mole hill. If they will just cool down long enough to look at the matter dispassionately, they will see that the matter is a very small one at least.

The difference between exten and two-thirds and twenty per cent is exactly three and one-third per cent. On a bill of twenty-five dollars the poster pays eighty-three cents more than he did under the old scale. If the bill amounts to fifty dollars, the increase will be but one dollar and sixty-seven cents, while on a hundred dollars it comes to only three dollars and thirty-three cents. This proves conclusively that, so far as this question is concerned, the matter is absolutely insignificant, and viewed in this light, the nascence and bitternes of itself is said to lose the least, surprising.

On the other hand, if those who object so strenuously to the advance are actuated by motives of principle, it would seem that their position is at least tenable, for while the associated rate has nominally been sixteen and two-thirds per cent, herefore, it is a well-known fact, very few middlemen, in fact, of the bill posters of the country were, and still are, allowing twenty per cent.

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 will state that this subject was long and carefully considered, and thoroughly and exhaustively discussed both pro and con. When it finally came out, 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, that, being in touch with the large advertisers of the country, he could divert many thousands of dollars to his own ends.

They also agreed that the bill posters would otherwise be expanded in other mediums, and, finally, that a liberal commission was the least, if not the only way to keep the agents from offering the work to others.

"H-O" is getting out a number of different-sized posters, and will cover the country between the Mississippi and the Atlantic for an extended run. It has not yet been decided whether the poster will be done direct or through an agent, Hoke, Hote, and Goode are all after it.

The Siegel-Cooper Co. have given their posting to Goode, and the bill posters are assuming him of splitting commissions. This order will be considerably more than everyone put out by a dry goods house or department store, and instead of the ordinary one week run, it will go for at least three months. Just as this immense order, ranging all energy toward a brilliant opening, the announcement is made of the failure of Hilton, Hughes & Co., successors to A. T. Stewart, probably the most well known dry goods house in America. For the past year or two this house has enjoyed the distinction of employing probably the highest-priced advertising network in the country. Mr. Morny Gillam, who had formerly held a similar position with John Wana- maker, Mr. Gillam certainly was past-master in the art of advertising, but he used no other mediums, and in these bustling times out-door display advertising, and all other legitimate methods must be considered, and used judiciously.

Jim W. Hoke is getting out a magnifi- cent sheet-poster, lithographed in four privileges, for the Cupid Cigarettes. The design is in pictorial and shows Cupid leaning over a bank fishing his package of cigarettes out of the river below. This advertiser has, in the past, used the bill-boards very sparingly, the main part of his expenditure having gone to the newspapers; the poster that he has done has usually been small paper only.

Goldene 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 this beer is not related to Forty-Rod whisky. (Don’t shirk, please.)

The Admiral Cigarette electric sign at New York does not show a fact that failed to attract the attention of the New York Journal now occupies the space.
BILBOARD ADVERTISING.

It has been suggested that BILBOARD ADVERTISING take up and rigidly the matter of an Association of Sign Painters. We should be glad to give all the space necessary to the promotion of such a movement, and here we are contributors, articles and suggestions bearing upon the subject.

The sign painter who desires to do good work, will, if he employs beznin at all for exterior painting, use a small percentage only, a quantity which will do no harm and keep his paint from fading too rapidly. Very large portions of beznin will tend to make paint brittle and porous, because destroying or repulsing the binder, necessary to paint.

The Murphy Varnish Company wants varnishes definitely specified.

Old-line painters may assert that benzine or petroleum spirit is only good enough to wash out brushes with, but they cannot deny the fact that it is to be preferred in place of fatty or adulterated terpentine, because it will evaporate and thereby allow paint to become hard and dry, while the maternal petroleum retards the drying, and, in some instances, keeps the paint from drying at any time.

Illustrated signs are fast obtaining much favor. The merely ornamental is rapidly giving way to the purely pictorial. Large advertisers have discovered that the masses love pictures and they have governed themselves accordingly.

In a front of a black-board in East Thirty-Fourth Street, New York, a dark-red sign, this sign appears in big, black face letters, "Patronize home industry. We are the only American blackboards on the block."—"Prater's Inv.".

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

The ugliness signs which have for a long time appeared on the Harlem railroad are soon to be removed by order of President S. W. Crocker, of the Department of Public Works.—Information advertising.

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

Conduct your reading matter; wherever possible, speak pictorially.

In a Poughkeepsie shoe dealer's window is to be seen this sign: "The ladies buy these shoes and ask the lades."
ORGANIZE!

The great need at the present time is a good strong organization of Fair Managers in each state and these in turn entitled to representation in a National Association.

For this year is now pretty well under way in each state, who may may each state, who may

One of the perplexing questions arising during Fair Week is how to get the results of the awards to the press accurately and early. Fair managers, as a rule, leave this matter to reporters, who fumble over the records and on account of their unfamiliarity with the system of entry, send in inaccurate and meager results for publication. Let the judge have press slips on which he will write out the result of each decision and every little while send them to the secretary’s office, which a clerk will get out manifold copies for the reporters.

One of the most attractive premium ribbons that will be issued this fall is now in preparation for the Wisconsin State Fair. Each winner in the live stock departments at this Fair will receive a fine quality satin ribbon, two feet long and three and one half inches wide, appropriately embossed in pure gold leaf.

Political speakers are taking the place of driving horses, wild west shows and balloon ascensions as attractions at County Fairs this fall. A good speaker will draw the crowd, no matter what his political faith, and the crowd is what is wanted.

The Toronto Exposition is putting out very attractive paper.

Do not let a complimentary or any other season ticket be good for the grand stand and at the same time issue return check to the grand stand. In this case a party shows his ticket goes into the stand, after a little time goes out and on his way out takes a return check. He gives the return check to a friend who comes in on it while he gets in again on his ticket. This he can keep up all the afternoon and let in any number. This mistake will give the Fair a full grand stand and a small gate receipt. More than one Fair has been skinned in this way. Return checks at best are a nuisance, and many of the leading Fairs are doing away with them.

WINDOW DRESSING.

The man who does not dress windows simply because his grandfather did not, ought to wear knorr breeches and a spats, the man who does not dress his windows because it costs money, should quit paying rent for the same reason, the man who does not dress windows because he tried it once and failed, should throw away his cigars because the light went out, the man who does not dress his windows because he doesn’t know how himself, should stop eating because he can’t cook; the man who does not dress his windows because somebody said it did not pay. It is not to believe the world is round because the geographer said it was flat. — Morrow
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.
To Whom It May Concern:

You missed a good thing in not ordering the Babbitt Entry and Record System for your Fair. You won't see my ad, for some time now, as next issue will be too late to sell any more books, for the fairs will all be over for this season. Will remind you of this matter again next Spring in time for your Fair of 1897.

Anton Babbitt

Madison, Wis.

THE ENQUIRER JOB PRINTING CO.

THEATRICAL DESIGNERS, LITHOGRAPHERS AND GENERAL JOB PRINTERS.

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 50 cents per year, post free, may be sent to No. 177 East Eighth St., Cincinnati, O.

Printer's Ink Helps . . . . Advertisers!

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

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives 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; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to add you in selecting profitable ones to advertise in.

Subscription price now $1 a year. Sample copy, 5 cents.

117 Spruce St., New York.

Philip B. Oliver, Licensed City BILL POSTER AND DISTRIBUTOR.
2,000 Ft. of Board. 72 Three-Sheets. Special Attention to Commercial Work. All Work Guaranteed.
319 Cherry St., FINDLAY, O.
POPULATION 8,000.

RIPAN'S

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

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

DEAFNESS CURED

This is a Desk.

A GOOD DESK.
A HANDSOME DESK.

It is three feet and six inch 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

Modern Sign Writer
and Ornamentor.
An assorted collection of styles and alphabets in
orders. A valuable book for sign painters
45 Plates. Price $2.00. Address
J. S. CRAIG,
319 LEXINGTON AVENUE,
HASTINGS, NEB.

POSTERS
OF ALL KINDS AND
HAND BILLS
The best work and lowest prices that can be
obtained in all America. Write us.

GREAT American Engraving and Printing Co.
57 BECKMAN ST., NEW YORK.

DISTRIBUTORS' UNIFORMS $10.00
EACH.

ARC of Lettering and Sign Painters Manual,
Illustrated with numerous styles of letters and
contains valuable information for practical use.
Price $1.50. Address
Billboard Advertising Co.,
Cincinnati, O.

WANTED.
A COMPLETE FILE OF BILLBOARD
ADVERTISING. Any person having the
same will please communicate with ARC, care
of Billboard Advertising Co., Cincinnati, C.

NIGHT & DAY.
That is just the way we are working now.
Please advertise—are you one of them. Write us about our 14
hours. Poster $300.00. Passing,
20,000, Rutherford, $6.00.

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

LICENSED BILL POSTING,
PUSHING, TACKING,
DISTRIBUTING.
J. S. CRAIG.
519 LEXINGTON AVENUE,
HASTINGS, NEB.

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

J. S. CRAWLEY, Prop.

DISTRIBUTORS' UNIFORMS $10.00
EACH.

DISTRIBUTORS' UNIFORMS $10.00
EACH.

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, Headings, Posting Stations and points
of vantage in the city of Chicago.

Distributors! Use Good Stationery!

We furnish 500 letter heads, including line half-tone for $4.50.

Henneghan & Co.,
719-721 Sycamore St.,
...Cincinnati, Ohio.

BILL POSTERS' PASTE BRUSHES.
The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

The "Nonpareil"
No good brush is cheaper than this brush.

PRICES.

8 Inch. - $2.25 Each
9 "   - $2.75 "
10 "   - $3.00 "

The "Unexcelled"
No good brush is better than this brush.

PRICES.

8 Inch. - $2.75 Each
9 "   - $3.00 "
10 "   - $3.25 "

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.
# List of Members Corrected Monthly

**International Bill Posting Association**

**Officers:**
- P. H. Mesh, Chairman, Peoria, Ill.
- N. H. Brown, Associate Secretary, Peoria, Ill.
- W. C. B. Seaver, Secretary, Peoria, Ill.
- F. J. McCallum, Treasurer, Peoria, Ill.

**Board of Directors:**
- F. R. Scharff, Chicago, Ill.
- E. H. Benbrook, Kansas City, Mo.
- H. W. Dole, Minneapolis, Minn.
- W. H. Donaldson, Cincinnati, O.
- H. V. Van Horn, Cleveland, O.
- B. A. Reed, Philadelphia, Pa.

**Board of Promotion:** To be appointed by the President and composed of one member from each state.

### Scale of Prices

<table>
<thead>
<tr>
<th>City</th>
<th>Per Sheet</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>5.00</td>
</tr>
<tr>
<td>Chicago</td>
<td>4.50</td>
</tr>
<tr>
<td>Boston</td>
<td>4.00</td>
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<td>Providence</td>
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<tr>
<td>Philadelphia</td>
<td>2.00</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>1.50</td>
</tr>
</tbody>
</table>

### Prices for Circus Work

- All work on protected boards, 15c. per running board, 50c. per sheet.
- New boards, 60c. per running legal board, for not over 100 sheets, single sheets, not listed, 25c. per sheet.

### Card and Tin Tacking

- All work to be completed in square inches, 6c. per. 1 sq. in. from 10c. to 15c. per. 1 sq. in.
- Separate charges for tin plates, 6c. per sheet.

### Distributing

- Distributing lists of names not over one cent per name.
- Free copies of lists of names not over one cent per name.

### Cloth Banner Signs

- 75c to $1.00 per square inch, 25c. per. 1 sq. in.
- Suitable spaces for moving pictures.
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 portrait of McKinley and Hobart, the Republican candidates. The other Bryan and Sewall, the Democratic. These posters sell at sight. Send 10 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...

INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

It is a guaranteed service, absolutely and perfectly reliable in every respect. It covers better 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,
Saluting Secretary.
316½ Cedar St., NASHVILLE, TENN.

OR ANY OF THE FOLLOWING OFFICERS:

Pres., J. A. CLOUGH, 647 Austin Ave., Chicago, Ill.
1st Vice-Prez., J. E. STROYER, Rochester, N. Y.
2d Vice-Prez., W. KRYDER, Dowagiac, Mich.
3d Vice-Prez., W. H. CASE, 24 Miner 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 close 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 nite 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.

Sam W. Hoke
107 West 28th St., New York.
(Long Distance Telephone.)

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.